

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 12, 1986

## NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	BILL COSBY SHOW	34.7	30,330
2	FAMILY TIES	32.2	28,140
3	CHEERS	28.1	24,560
4	MURDER, SHE WROTE	26.7	23,340
5	GOLDEN GIRLS	26.0	22,720
6	MOONLIGHTING#	25.4	22,200
7	NIGHT COURT	25.0	21,850
8	60 MINUTES	23.0	20,100
9	GROWING PAINS#	22.7	19,840
10	WHO'S THE BOSS?#	22.5	19,670
11	NBC SUNDAY NIGHT MOVIE	22.4	19,580
12	AMEN	21.2	18,530
13	DALLAS	20.4	17,830
13	NEWHART	20.4	17,830
15	CBS TUESDAY MOVIE	20.2	17,650

TOTAL PERSONS (2+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	BILL COSBY SHOW	27.8	63,190
2	FAMILY TIES	25.9	58,770
3	CHEERS	19.1	43,320
4	GOLDEN GIRLS	18.4	41,830
5	MOONLIGHTING#	16.9	38,480
6	WHO'S THE BOSS?#	16.4	37,270
7	MURDER, SHE WROTE	16.3	36,970
8	NBC SUNDAY NIGHT MOVIE	16.2	36,680
9	GROWING PAINS#	16.1	36,600
10	NIGHT COURT	16.0	36,250
11	AMEN	14.0	31,740
12	NEWHART	13.9	31,600
13	60 MINUTES	13.8	31,350
14	227	13.7	31,140
15	HEAD OF THE CLASS#	13.5	30,580

WOMEN (18+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	BILL COSBY SHOW	30.5	27,720
2	FAMILY TIES	27.6	25,100
3	GOLDEN GIRLS	22.4	20,380
4	MURDER, SHE WROTE	22.3	20,280
5	CHEERS	21.9	19,850
6	MOONLIGHTING#	21.5	19,530
7	DALLAS	19.8	17,940
8	NBC SUNDAY NIGHT MOVIE	18.5	16,840
9	NIGHT COURT	18.4	16,710
10	GROWING PAINS#	17.8	16,160
11	NEWHART	17.6	15,970
12	DYNASTY#	17.5	15,890
13	AMEN	17.5	15,870
14	WHO'S THE BOSS?#	17.4	15,800
15	CBS SUNDAY MOVIE	16.9	15,340

MEN (18+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	BILL COSBY SHOW	20.5	16,820
2	FAMILY TIES	19.7	16,140
3	NFL MONDAY NIGHT FOOTBALL	17.9	14,670
4	CHEERS	17.7	14,490
5	NBC SUNDAY NIGHT MOVIE	16.4	13,460
6	60 MINUTES	16.4	13,420
7	NAT'L LEAGUE CHAMP-GM-1(S)	16.1	13,210
8	NIGHT COURT	15.9	13,040
9	MURDER, SHE WROTE	15.9	13,020
10	NAT'L LEAGUE CHAMP-GM-4(S)	15.9	13,000
11	MOONLIGHTING#	15.2	12,450
12	CBS NFL FOOTBALL GAME 1	15.0	12,270
13	AMER. LEAGUE CHAMP-GM-1(S)	14.2	11,660
14	AMER. LEAGUE CHAMP-GM-3(S)	13.8	11,310
15	GOLDEN GIRLS	13.7	11,270
16	NAT'L LEAGUE CHAMP-GM-2(S)	13.4	10,970
17	CBS NFL FOOTBALL GAME 2#	13.2	10,820
18	NEWHART	12.7	10,400
19	MIAMI VICE	12.6	10,320
20	AMER. LEAGUE CHAMP-GM-4(S)	12.5	10,240
21	WHO'S THE BOSS?#	12.5	10,210

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 12, 1986

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	31.1	17,820
2	FAMILY TIES	30.6	17,530
3	MOONLIGHTING#	25.4	14,590
4	CHEERS	23.0	13,170
5	NBC SUNDAY NIGHT MOVIE	21.2	12,160
6	NIGHT COURT	19.0	10,920
7	GROWING PAINS#	19.0	10,880
8	GOLDEN GIRLS	18.6	10,650
9	WHO'S THE BOSS?#	18.1	10,370
10	DYNASTY#	17.0	9,770
11	NBC MONDAY NIGHT MOVIES	16.5	9,480
12	NEWHART	15.8	9,060
13	HEAD OF THE CLASS#	15.7	9,030
14	MURDER, SHE WROTE	15.7	9,010
15	DALLAS	15.6	8,960

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE	35.2	9,810
2	GOLDEN GIRLS	30.7	8,550
3	BILL COSBY SHOW	30.0	8,370
4	DALLAS	27.4	7,640
5	60 MINUTES	25.9	7,220
6	CBS TUESDAY MOVIE	25.6	7,130
7	CBS SUNDAY MOVIE	25.3	7,050
8	HIGHWAY TO HEAVEN	24.6	6,870
9	MATLOCK	23.4	6,530
10	AMEN	23.2	6,480
10	FAMILY TIES	23.2	6,480
12	FALCON CREST	22.9	6,380
13	TOGETHER WE STAND#	21.5	6,000
14	NEWHART	21.1	5,890
15	HUNTER	20.3	5,670

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	21.0	11,740
2	BILL COSBY SHOW	20.1	11,210
3	CHEERS	19.3	10,770
4	NBC SUNDAY NIGHT MOVIE	18.3	10,230
5	NIGHT COURT	17.8	9,940
6	MOONLIGHTING#	17.3	9,650
7	NFL MONDAY NIGHT FOOTBALL	16.6	9,290
8	CBS NFL FOOTBALL GAME 1	14.4	8,040
9	MIAMI VICE	13.8	7,720
10	GROWING PAINS#	13.6	7,580
11	WHO'S THE BOSS?#	13.5	7,560
12	NEWHART	13.5	7,540
13	NAT'L LEAGUE CHAMP-GM-4(S)	13.4	7,500
14	HILL STREET BLUES	12.5	6,970
15	VALERIE	12.2	6,830
16	EASY STREET	12.1	6,770

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE	30.0	6,300
2	60 MINUTES	27.7	5,810
3	NAT'L LEAGUE CHAMP-GM-1(S)	27.3	5,740
4	NAT'L LEAGUE CHAMP-GM-2(S)	24.6	5,170
5	GOLDEN GIRLS	23.3	4,900
6	NAT'L LEAGUE CHAMP-GM-4(S)	23.2	4,870
7	AMER. LEAGUE CHAMP-GM-1(S)	22.7	4,760
8	BILL COSBY SHOW	22.6	4,740
9	AMER. LEAGUE CHAMP-GM-3(S)	22.0	4,630
10	AMER. LEAGUE CHAMP-GM-4(S)	20.4	4,290
11	NFL MONDAY NIGHT FOOTBALL	19.9	4,180
12	CBS TUESDAY MOVIE	19.8	4,160
13	CBS SUNDAY MOVIE	19.7	4,130
14	NAT'L LEAGUE CHAMP-PRE 1(S)	19.6	4,110
15	AMER. LEAGUE CHAMP-GM-5(S)	18.7	3,920
16	MATLOCK	18.6	3,910
17	AMEN	18.3	3,850
18	AMER. LEAGUE CHAMP-PRE 1(S)	18.0	3,770
19	HUNTER	17.5	3,680
20	AMER. LEAGUE CHAMP-PRE 4(S)	17.1	3,590
20	FAMILY TIES	17.1	3,590
22	DALLAS	16.9	3,540
23	CBS NFL FOOTBALL GAME 1	16.7	3,500
24	HIGHWAY TO HEAVEN	16.6	3,480

CONT'D

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

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# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 12, 1986

## NIELSEN AVERAGE AUDIENCE

**MEN 18-49**

<u>RANK</u>	<u>PROGRAM</u>	<u>AUDIENCES</u>	
		<u>% U.S.</u>	<u>NO. (000)</u>

**MEN 55+**

<u>RANK</u>	<u>PROGRAM</u>	<u>AUDIENCES</u>	
		<u>% U.S.</u>	<u>NO. (000)</u>

CONT'D

24	MACGYVER	16.6	3,480
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NOTES





FOR EXPLANATION OF SYMBOLS, SEE PAGE A.





## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1986 REPORT

PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11										
EVENING CONT'D																																				
DISNEY SUNDAY MOVIE-CONT'D																																				
1	SUN.	7.00P	120	ABC	FF	99			B 12.2	20	1066	2212	663	329	722	266	494	473	347	180	648	248	456	404	299	155	214	104	628	389						
		7.00 - 7.30							A 10.1	17	883	2137	726	234	780	241	502	487	387	223	462	163	336	321	201	126	233	112	662	406						
		7.30 - 8.00							A 12.8	20	1119	2180	643	205	700	197	417	438	357	211	558	183	399	362	275	144	286	157	636	436						
		8.00 - 8.30							A 13.4	20	1171	2161	593	200	657	214	432	435	333	168	582	214	448	397	294	113	253	158	669	464						
		8.30 - 9.00							A 13.9	20	1215	2159	580	215	637	229	393	397	306	171	596	181	434	393	324	141	264	139	662	455						
DOWNTOWN																																				
	SAT.	8.00P	60	CBS	OP	98	201	203	A 10.9	19	953	1837	745	261	823	193	399	408	373	356	652	186	355	333	351	271	182	85	180	108						
		8.00 - 8.30							B 11.2	20	979	1719	720	262	794	182	390	395	375	349	638	158	346	356	368	251	133	64	154	99						
		8.30 - 9.00							A 10.8	19	944	1847	757	252	831	196	388	393	356	373	644	177	332	307	349	282	184	91	188	120						
									A 10.9	19	953	1835	732	269	815	188	411	422	394	339	664	198	378	356	352	264	186	79	170	97						
DYNASTY																																				
1	WED.	9.00P	60	ABC	GD	99	211		A 18.7	29	1634	1602	860	388	973	337	598	559	416	302	471	173	306	263	210	141	59	34	99	75						
		9.00 - 9.30							B 19.4	30	1696	1598	827	371	951	344	598	546	412	283	474	166	302	291	236	140	90	37	83	60						
		9.30 - 10.00							A 18.3	29	1599	1665	864	382	971	328	600	554	420	308	509	188	339	296	223	150	67	40	118	91						
									A 19.0	30	1661	1538	858	393	975	346	597	562	411	297	435	158	275	229	197	135	50	28	78	61						
EASY STREET																																				
	SUN.	8.00P	30	NBC	CS	99	202	200	A 15.4	23	1346	2061	805	362	835	348	573	484	365	215	688	299	505	454	319	152	221	116	317	222						
									B 15.1	23	1320	2034	800	357	855	368	570	489	354	236	649	265	456	414	305	157	205	108	325	207						
ELLEN BURSTYN SHOW																																				
1	SAT.	8.30P	30	ABC	CS	99	206		A 7.9	14	690	1257	629	178	675	143	251	302	251	373	411	86	234	234	201	177	63	39	108	89						
									B 10.0	18	874	1621	732	313	812	193	386	437	369	349	548	133	311	305	288	216	95	51	166	110						
EQUALIZER																																				
						1	206		A 17.0	28	1486	1664	704	339	827	231	471	423	381	309	676	238	431	374	319	212	117	42	44	28						
2	WED.	10.00P	60	CBS	PD	99			B 17.0	28	1486	1664	704	339	827	231	471	423	381	309	676	238	431	374	319	212	117	42	44	28						
		10.00 - 10.30							A 17.9	29	1564	1660	702	356	820	235	469	413	372	304	667	234	422	373	320	204	125	44	48	33						
		10.30 - 11.00							A 16.1	27	1407	1663	704	319	835	228	469	433	388	317	684	245	444	372	316	217	105	40	39	19						
FACTS OF LIFE																																				
	SAT.	8.00P	30	NBC	CS	99	206	205	A 16.7	30	1460	1836	682	312	806	257	454	397	298	304	483	165	275	233	200	197	186	92	361	264						
									B 16.1	30	1407	2000	742	326	866	278	504	466	362	314	528	182	326	306	238	176	186	114	420	308						
FALCON CREST																																				
	FRI.	10.00P	60	CBS	GD	99	207	207	A 16.2	28	1416	1555	879	339	974	257	475	434	426	450	455	106	221	238	221	193	57	36	69	52						
		10.00 - 10.30							B 16.2	28	1416	1555	879	339	974	257	475	434	426	450	455	106	221	238	221	193	57	36	69	52						
		10.30 - 11.00							A 16.6	28	1451	1578	893	347	988	258	486	442	434	453	464	107	225	245	224	196	59	38	67	50						
									A 15.8	28	1381	1527	867	331	959	258	462	425	415	446	444	107	217	233	215	188	54	33	70	53						
FAMILY TIES																																				
	THU.	8.30P	30	NBC	CS	99	215	214	A 32.2	48	2814	2088	804	335	892	368	625	547	384	230	574	255	417	368	263	127	257	140	365	263						
									B 32.2	49	2814	2101	791	365	886	374	615	542	378	227	603	275	443	393	259	128	251	131	361	252						
GIMME A BREAK																																				
	WED.	9.00P	30	NBC	CS	99	198	201	A 17.1	26	1495	1897	831	337	899	302	520	482	372	320	532	207	365	322	237	137	226	97	240	193						
									B 17.3	27	1512	1815	759	354	873	290	537	480	400	291	501	177	336	294	252	136	216	95	225	179						
GOLDEN GIRLS																																				
	SAT.	9.00P	30	NBC	CS	99	211	208	A 26.0	44	2272	1841	811	294	897	242	470	463	386	376	497	151	261	242	206	215	129	70	318	241						
									B 25.8	44	2255	1887	828	322	923	263	502	492	405	368	529	163	289	281	226	216	134	85	301	224						
GROWING PAINS																																				
1	TUE.	8.30P	30	ABC	CS	99	210		A 22.7	34	1984	1845	727	336	815	336	550	526	372	177	494	206	381	339	244	96	245	141	291	208						
									B 22.7	34	1984	1845	727	336	815	336	550	526	372	177	494	206	381	339	244	96	245	141	291	208						
HEAD OF THE CLASS																																				
1	WED.	8.30P	30	ABC	CS	99	207		A 18.5	30	1617	1891	775	243	827	362	558	544	368	188	531	238	416	365	250	92	278	142	255	200						
									B 19.6	31	1713	1753	722	294	813	326	561	517	373	194	501	199	369	345	258	97	231	111	208	141						
HEART OF THE CITY																																				
1	SAT.	9.00P	60	ABC	OP	98	199		A 6.5	11	568	1868	796	248	880	342	525	552	422	206	574	103	404	439	435	135	226	161	188	171						
		9.00 - 9.30							B 7.8	14	682	1866	745	265	794	236	474	529	417	236	648	238	435	438	357	156	105	66	139	101						
		9.30 - 10.00							A 5.8	10	507	1858	812	205	899	412	516	526	374	195	525	106	397	397	380	128	252	183	182	157						
									A 7.3	13	638	1837	767	276	849	279	522	565	454	210	598	99	402	464	468	134	199	140	191	178						

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KEY: A-CURRENT REPORT B-SEASON AVERAGE

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
																WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E	Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54
EVENING CONT'D																																		
HIGHWAY TO HEAVEN										3	213	213	A 19.2	31	1678	1781	804	337	871	211	428	393	379	408	566	150	317	308	272	208	141	82^	203	147
WED. 8.00P 60 NBC GD										99	99	B 18.4	30	1608	1751	750	325	834	193	387	372	367	401	569	154	315	310	280	209	158	88	190	133	
8.00 - 8.30												A 18.2	30	1591	1751	789	312	854	201	408	377	364	411	574	145	317	308	279	217	127	76^	196	133	
8.30 - 9.00												A 20.3	32	1774	1794	814	357	881	217	444	406	390	403	552	151	314	305	267	197	153	88	208	159	
HILL STREET BLUES										2	206	209	A 17.2	29	1503	1565	717	371	798	325	573	534	365	172	637	244	465	451	324	136	71^	43^	59^	45^
THU. 10.00P 60 NBC OP										99	99	B 17.2	29	1503	1565	717	371	798	325	573	534	365	172	637	244	465	451	324	136	71	43	59	45	
10.00 - 10.30												A 18.0	29	1573	1582	712	384	798	326	576	535	366	173	634	243	460	443	323	139	84^	54^	66^	50^	
10.30 - 11.00												A 16.5	29	1442	1528	719	353	792	322	567	527	361	169	633	240	463	455	324	133	53^	28^	50^	38^	
HOTEL										1	211		A 17.1	29	1495	1353	866	352	955	295	524	490	403	366	347	81^	169^	185	143^	162^	51^	41^	LT	LT
1 WED. 10.00P 60 ABC GD										99		B 17.1	29	1495	1353	866	352	955	295	524	490	403	366	347	81	169	185	143	162	51	41	LT	LT	
10.00 - 10.30												A 17.3	29	1512	1362	881	377	972	305	543	509	406	362	348	84^	173^	189	146^	159^	42^	32^	LT	LT	
10.30 - 11.00												A 17.0	30	1486	1330	844	325	930	285	501	466	396	366	344	77^	164^	181^	138^	163^	56^	47^	LT	LT	
HUNTER										3	204	201	A 18.8	34	1643	1611	767	332	862	247	464	433	393	345	481	113	232	228	233	223	115	39^	153	125
SAT. 10.00P 60 NBC OP										99	99	B 18.3	34	1599	1654	733	285	829	223	435	407	382	341	538	131	271	268	268	227	119	50	168	130	
10.00 - 10.30												A 18.8	34	1643	1654	775	337	882	249	475	440	403	354	473	109	223	220	230	225	124	48	175	147	
10.30 - 11.00												A 18.7	35	1634	1567	759	326	840	242	450	426	385	337	489	117	238	232	237	224	107	30^	131	104	
JACK & MIKE										3	208		A 16.5	29	1442	1501	779	292	815	318	565	540	413	182^	530	236	365	309	216	138^	74^	37^	82^	21^
1 TUE. 10.00P 60 ABC A										99		B 14.7	25	1285	1553	777	336	876	333	580	546	405	236	501	191	343	323	250	135	86	42	90	55	
10.00 - 10.30												A 17.4	29	1521	1515	760	297	807	324	581	550	406	163^	546	233	380	333	237	137^	69	22^	93^	28^	
10.30 - 11.00												A 15.5	28	1355	1485	807	287	827	313	551	533	419	202^	511	238	349	283	196^	139^	76^	51^	71^	11^	
KATE & ALLIE										3	208	205	A 18.4	28	1608	1614	820	332	868	232	434	458	392	341	444	160	289	276	210	128	125	72^	177	100
MON. 8.00P 30 CBS CS										99	99	B 18.2	28	1591	1654	815	322	880	255	470	458	404	336	452	164	288	269	202	136	134	78	188	109	
KAY O'BRIEN										3	207	205	A 14.7	25	1285	1503	822	288	868	255	476	457	386	351	465	167	304	281	224	132	103^	64^	67^	57^
THU. 10.00P 60 CBS GD										99	99	B 14.1	24	1232	1529	794	288	882	269	469	440	390	367	466	153	294	270	232	152	126	77	55	47	
10.00 - 10.30												A 14.8	24	1294	1545	833	288	876	264	484	465	385	349	459	169	303	286	221	128	119	76^	91^	78^	
10.30 - 11.00												A 14.6	26	1276	1447	808	284	855	244	466	447	384	352	466	165	301	275	224	135	85^	50^	41^	34^	
KNOTS LANDING										4	208	205	A 16.2	24	1416	1634	851	319	951	325	538	474	402	361	448	182	299	246	176	136	126	56^	109	83^
THU. 9.00P 60 CBS GD										99	99	B 16.8	26	1468	1648	855	336	964	328	569	507	415	338	448	179	305	245	193	132	126	53	110	69	
9.00 - 9.30												A 15.7	23	1372	1638	849	319	950	313	529	465	411	367	440	178	286	238	169	142	132	56^	116	83^	
9.30 - 10.00												A 16.8	25	1468	1614	845	316	944	335	544	476	389	352	448	180	306	253	184	126	119	54^	103	82^	
LIFE WITH LUCY										3	208		A 10.2	19	891	1567	720	240^	855	206^	408	404	377	408	476	114^	246^	254^	228^	191^	23^	LT	213^	151^
1 SAT. 8.00P 30 ABC CS										99		B 11.6	22	1014	1750	783	352	912	250	465	452	396	378	558	159	313	293	265	211	63	32	217	131	
L.A. LAW										2	205	202	A 15.9	27	1390	1560	742	395	809	267	518	550	443	216	630	210	408	421	340	186	64^	25^	57^	51^
FRI. 10.00P 60 NBC GD										99	99	B 15.9	27	1390	1560	742	395	809	267	518	550	443	216	630	210	408	421	340	186	64	25	57	51	
10.00 - 10.30												A 16.1	27	1407	1569	748	399	816	270	524	559	453	213	630	221	415	423	334	179	62^	24^	61^	53^	
10.30 - 11.00												A 15.6	27	1363	1558	742	390	807	266	517	549	437	218	632	201	407	421	349	191	63^	24^	56^	49^	
MACGYVER										3	205	199	A 14.5	23	1267	1652	606	262	664	165	344	333	327	271	709	189	405	385	365	276	101^	50^	178	118
MON. 8.00P 60 ABC A										97	96	B 14.9	24	1302	1633	597	249	669	198	356	354	295	258	700	186	405	390	379	258	96	43	168	106	
8.00 - 8.30												A 13.6	21	1189	1642	620	261	675	161	343	333	335	283	688	173	373	366	358	284	102^	53^	177	114^	
8.30 - 9.00												A 15.4	24	1346	1655	597	263	657	173	347	331	318	262	720	200	427	400	371	265	98^	44^	180	120	
MAGNUM, P.I.										2	208	206	A 16.6	26	1451	1731	740	333	810	254	488	450	379	272	651	236	438	420	308	182	151	58^	119	84^
1 WED. 9.00P 120 CBS PD										99	99	B 16.6	26	1451	1731	740	333	810	254	488	450	379	272	651	236	438	420	308	182	151	58	119	84	
2 WED. 9.00P 60												A 16.7	26	1460	1708	734	352	818	248	487	446	391	278	579	198	390	376	282	167	154	67^	157	102	
9.00 - 9.30																																		
CONT'D																																		



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1986 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
								TOTAL PERSONS (2+)		LADY WORK- OF ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. TYPE	WK 1	WK 2	Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM.	TOTAL	6-11				
EVENING CONT'D																															
MAGNUM, P.I.-CONT'D																															
		9.30 - 10.00								A 18.1	28	1582	1737	735	387	826	267	496	446	375	281	631	231	427	405	301	174	154	60^	126	88^
		10.00 - 10.30								A 15.8	26	1381	1778	743	229	775	243	474	446	361	258	739	277	497	489	329	197^	186^	65^	78^	60^
		10.30 - 11.00								A 14.5	26	1267	1676	738	251	770	230	471	466	382	252	751	277	501	488	354	209^	105^	27^	50^	50^
MATLOCK																															
	TUE.	8.00P	60	NBC	GD		99	99		A 18.0	28	1573	1608	778	276	822	174	339	364	352	415	619	158	318	329	307	248	79^	36^	88^	64^
		8.00 - 8.30								B 18.7	29	1634	1607	768	270	826	188	370	365	354	406	628	156	328	320	318	257	76	37	77	53
		8.30 - 9.00								A 17.1	27	1495	1585	754	272	804	156	313	353	344	425	617	156	314	330	304	249	90^	54^	74^	53^
										A 19.0	29	1661	1611	790	275	828	187	357	367	356	403	617	158	321	324	306	246	68^	20^	98	74^
MIAMI VICE																															
	FRI.	9.00P	60	NBC	OP		99	99		A 17.7	28	1547	1657	635	351	717	303	490	497	343	164	668	285	499	462	311	143	117	47^	155	122
		9.00 - 9.30								B 17.6	28	1538	1690	642	353	727	297	507	485	350	175	674	282	509	447	315	137	105	48	184	141
		9.30 - 10.00								A 17.5	28	1530	1697	647	358	726	309	494	504	344	169	671	290	503	461	309	145	116	48^	184	142
										A 17.9	28	1564	1612	625	345	708	298	487	490	342	158	661	277	494	460	312	140	116	44^	127	103
MIKE HAMMER																															
	SAT.	9.00P	60	CBS	PD		99	99		A 10.0	17	874	1617	735	256	805	181	366	365	382	378	683	212	388	364	315	257	49^	10^	80^	58^
		9.00 - 9.30								B 10.7	18	935	1622	715	291	789	180	375	363	395	364	650	154	373	373	361	240	78	5	105	68
		9.30 - 10.00								A 9.2	15	804	1613	743	260	813	161^	373	361	401	392	663	202	368	350	310	258	50^	10^	87^	54^
										A 10.8	19	944	1613	724	252	800	200	364	366	364	368	692	218	402	373	316	253	47^	9^	74^	59^
MR. BELVEDERE																															
	1 FRI.	8.30P	30	ABC	CS		96			A 14.5	25	1267	1849	637	257	727	209^	431	427	329	255	361	120^	218^	215^	167^	133^	172^	124^	589	379
										B 11.4	19	996	1908	670	269	740	234	456	428	340	250	435	128	271	256	230	141	190	125	543	375
MOONLIGHTING																															
										A 25.4	38	2220	1733	767	316	880	435	657	581	366	159	561	280	435	376	227	102^	159	63^	133	100^
1 TUE.																															
		9.00 - 9.30	60	ABC	PD		99			B 25.2	38	2202	1840	795	356	907	440	672	589	375	178	637	309	493	453	272	118	181	83	115	88
		9.30 - 10.00								A 24.8	37	2168	1752	765	317	887	444	659	579	362	161	547	276	421	373	217	102^	166	72^	152	110^
										A 26.0	39	2272	1712	769	314	873	428	655	582	364	158	574	284	445	380	238	103^	151	54^	114^	90^
MURDER, SHE WROTE																															
	1 SUN.	8.29P	60	CBS	SM		99	99		A 26.7	39	2334	1584	803	325	868	157	387	400	420	420	557	104	256	261	269	269	69	29^	90	66
	2 SUN.	8.00P	60							B 26.0	39	2272	1618	812	327	890	160	411	414	452	419	574	112	275	283	289	265	57	23	97	72
		8.00 - 8.30								A 24.6	38	2150	1595	788	337	855	134	374	392	374	429	549	96^	284	269	274	243	61^	24^	130	89^
		8.30 - 9.00								A 26.4	39	2307	1567	803	333	869	159	385	399	416	420	540	97	243	251	262	264	61	26^	97	70
		9.00 - 9.30								A 29.5	42	2578	1607	822	299	882	170	399	413	470	418	599	123	263	271	286	304	83^	39^	43^	43^
MY SISTER SAM																															
	2 MON.	8.30P	30	CBS	CS		99			A 18.7	28	1634	1638	815	368	874	268	509	519	369	301	429	146^	302	287	221	109^	101^	37^	234	126^
										B 18.7	28	1634	1638	815	368	874	268	509	519	369	301	429	146	302	287	221	109	101	37	234	126
NAT'L LEAGUE CHAMP-PRE 1(S)																															
	2 WED.	8.00P	16	ABC	SC		99			A 13.5	24	1180	1521	569	296	603	113^	218^	318	307	285	766	192^	347	359	380	348	LT	LT	149^	91^
NAT'L LEAGUE CHAMP-GM-1(S)																															
	2 WED.	8.16P	201	ABC	SE		99			A 18.9	31	1652	1547	603	280	617	149^	243	298	306	294	799	211	391	417	398	348	60^	LT	71^	52^
		8.00 - 8.30								A 14.4	24	1259	1496	560	301	593	107^	190^	304	300	289	766	205^	341	368	353	361	39^	LT	98^	58^
		8.30 - 9.00								A 17.3	28	1512	1539	559	263	591	102^	213	310	312	281	739	203	326	351	331	351	122^	LT	87^	60^
		9.00 - 9.30								A 19.7	30	1722	1564	576	287	587	135^	235	293	282	275	818	217	394	421	407	355	72^	LT	87^	76^
		9.30 - 10.00								A 19.8	30	1731	1556	581	264	593	142^	231	286	277	289	827	206	413	442	431	352	45^	LT	91^	65^
		10.00 - 10.30								A 20.0	31	1748	1598	644	317	657	187	253	291	280	329	815	220	391	415	385	368	58^	LT	68^	43^
		10.30 - 11.00																													



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
														KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	TOTAL	18-34	18-49	25-54	35-64	55+						TOTAL	18-34	18-49	25-54	35-64	55+													
EVENING CONT'D																																					
NAT'L LEAGUE CHAMP-GM-2(S)										212		A	16.2	25	1416	1456	582	241	582	92^	221	247	326	289	775	189^	328	366	348	364	40v	5v	59^	33v			
2 THU. 8.15P 174 ABC SE										99																											
8.00 - 8.30												A	11.8	19	1031	1703	706	353	706	149^	266^	273	379	327	816	186^	327	353	367	402	37v	LT	144^	57v			
8.30 - 9.00												A	15.1	24	1320	1530	625	243	625	100^	204^	226	314	334	766	162^	309	342	358	385	43v	LT	96^	58^			
9.00 - 9.30												A	16.7	25	1460	1452	555	227	555	76^	199	251	321	280	797	180^	320	368	367	382	50v	LT	50^	40v			
9.30 - 10.00												A	18.0	26	1573	1421	572	246	572	96^	219	256	318	279	764	176^	317	383	337	356	34v	LT	51^	28v			
10.00 - 10.30												A	18.0	28	1573	1451	569	248	569	86^	244	259	342	265	785	213	350	381	341	356	57^	19v	40v	18v			
10.30 - 11.00												A	16.0	26	1398	1400	559	209	559	80^	217	238	328	280	773	210	334	361	340	359	31v	7v	37v	21v			
11.00 - 11.30												A	13.2	23	1154	1362	597	198^	597	119^	243	213^	309	309	716	203^	365	368	356	297	14v	LT	35v	19v			
NAT'L LEAGUE CHAMP-PRE 4(S)										212		A	10.7	18	935	1877	640	209^	708	188^	316	314	306	326	910	289^	584	473	430	313	81^	LT	178^	108^			
2 SUN. 8.00P 17 ABC SC										99																											
NAT'L LEAGUE CHAMP-GM-4(S)										212		A	16.7	26	1460	1651	591	228	624	149^	293	319	322	265	890	253	513	468	445	334	60^	15v	77^	46v			
2 SUN. 8.17P 163 ABC SE										99																											
8.00 - 8.30												A	12.4	20	1084	1815	623	194^	670	164^	289	312	316	312	906	278	579	476	448	314	58v	LT	181^	94^			
8.30 - 9.00												A	14.6	23	1276	1837	650	237	708	180^	315	322	348	307	882	254	539	477	463	316	104^	24v	143^	66^			
9.00 - 9.30												A	17.2	27	1503	1649	606	254	641	137^	288	311	338	284	903	272	506	477	427	334	64^	19v	41v	28v			
9.30 - 10.00												A	17.8	28	1556	1663	611	290	654	175^	343	350	339	251	898	245	496	463	445	352	63^	22v	48^	38v			
10.00 - 10.30												A	18.2	28	1591	1623	584	211	602	134^	293	335	332	248	900	258	512	461	447	343	57^	17v	64^	43v			
10.30 - 11.00												A	17.4	27	1521	1479	509	161^	520	113^	230	286	271	234	878	236	510	475	450	331	19v	LT	62^	42v			
NBC MONDAY NIGHT MOVIES										3	198	199			A	18.0	28	1573	1665	868	425	961	362	603	531	433	288	458	149	280	298	244	126	138	60^	108	84^
MON. 9.00P 120 NBC FF										99	99	B	20.3	31	1774	1625	851	402	935	330	589	520	424	289	473	145	276	308	253	145	115	52	102	68			
															A	17.2	25	1503	1742	834	430	930	347	566	483	398	294	474	139	277	307	274	143	168	72^	170	137
															A	18.1	27	1582	1639	832	433	931	343	561	503	413	288	423	133	252	274	239	121	143	56^	142	109
															A	18.5	29	1617	1678	901	437	1007	391	656	570	455	289	455	151	278	294	233	128	138	59^	78^	62^
															A	18.0	30	1573	1618	906	406	979	364	631	564	468	282	482	173	317	314	235	118	109	54^	48^	30^
NBC NEWS DIGEST-M-F										15	150	149			A	12.3	19	1075	1931	738	337	826	280	494	448	363	280	581	191	363	359	297	176	198	105	326	233
1 MON. 8.57P 2 NBC N										76	76	B	12.5	19	1093	1899	722	342	822	277	486	436	357	287	598	200	374	359	290	186	181	90	298	212			
1 TU-F 8.58P 1																																					
2 M-F 8.58P 1																																					
NBC NEWS DIGEST-2-M-F										8	163	165			A	12.4	19	1084	1711	764	347	844	302	516	471	405	265	530	180	356	348	287	145	161	77	176	131
1 TU&TH 9.58P 1 NBC N										83	85	B	12.9	20	1127	1722	767	349	852	301	537	480	405	265	539	188	364	348	279	143	147	71	184	132			
2 MON. 9.59P 1																																					
2 W & F 9.58P 1																																					
NBC NEWS DIGEST-SAT										3	160	158			A	16.5	28	1442	1801	718	289	828	239	439	403	330	353	402	101	175	175	175	200	197	116	374	261
SAT. 8.58P 1 NBC N										79	79	B	16.4	29	1433	1848	751	297	863	240	463	440	381	357	450	121	226	218	205	196	159	97	376	273			
NBC NEWS DIGEST-2-SAT.										1	177				A	17.2	30	1503	1730	725	333	839	204	457	438	376	332	478	116^	244	226	204	222	187	118^	226	186
1 SAT. 9.57P 2 NBC N										87		B	17.2	30	1503	1730	725	333	839	204	457	438	376	332	478	116	244	226	204	222	187	118	226	186			
NBC NEWS DIGEST-SUN										3	154	154			A	12.4	18	1084	1923	741	345	771	342	581	448	354	171	596	229	431	403	304	148	258	137	298	221
SUN. 8.58P 1 NBC N										78	80	B	12.1	18	1058	1968	772	325	837	366	573	455	365	226	606	214	417	392	311	167	252	126	273	184			
NBC NEWS DIGEST-2-SUN.										2	195				A	21.5	34	1879	1737	810	290	895	370	612	506	377	245	541	171	350	354	302	155	182	94^	119^	105^
2 SUN. 9.59P 3 NBC N										98		B	18.8	30	1643	1729	811	296	903	362	609	500	387	258	533	160	338	344	300	159	188	85	105	93			
NBC NIGHTLY NEWS-SAT.										2	171	170			A	9.8	21	857	1390	593	106^	669	95^	205	213	284	393	570	114^	255	245	271	296	29v	LT	122^	70^
SAT. 6.30P 30 NBC N										94	93	B	9.8	21	857	1390	593	106	669	95	205	213	284	393	570	114	255	245	271	296	29v	LT	122	70			
NBC NIGHTLY NEWS-SUN										1	165				A	6.7	13	586	1657	773	172^	834	249^	357^	313^	310^	428^	685	297^	461^	469^	190^	216^	51v	LT	87v	62v
1 SUN. 6.30P 30 NBC N										74		B	6.7	13	586	1657	773	172	834	249	357	313	310	428	685	297	461	469	190	216	51	LT	87	62			

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																					
													VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11	
EVENING CONT'D																																		
NBC NIGHTLY NEWS						10	205	205	A	11.0	22	961	1419	659	183	701	122	230	275	331	393	606	143	267	278	261	304	36^	23^	76	55^			
M-F						6.30P	30	NBC N	99	99	B	11.0	22	961	1419	659	183	701	122	230	275	331	393	606	143	267	278	261	304	36	23	76	55	
NBC SUNDAY NIGHT MOVIE						3	200	202	A	22.4	35	1958	1873	801	311	859	404	621	522	345	193	687	309	522	478	322	127	215	74	112	88			
1 SUN.						9.00P	150	NBC FF	99	99	B	19.9	31	1739	1815	791	310	867	390	609	510	357	212	644	266	471	441	318	134	203	68	101	78	
2 SUN.						9.00P	122				A	20.8	31	1818	1933	794	308	845	397	617	507	342	193	659	286	491	461	311	122	234	89	195	146	
						9.30 -	9.30				A	22.8	34	1993	1931	811	311	867	413	629	529	346	195	702	305	527	492	343	131	225	80	137	106	
						10.00 -	10.30				A	23.2	36	2028	1844	790	301	852	410	618	524	332	186	681	308	519	480	319	125	212	72	99	82	
						10.30 -	11.00				A	23.3	37	2036	1809	800	299	869	397	612	519	347	205	660	295	497	451	307	130	208	67^	72	59^	
						11.00 -	11.30				A	21.9	39	1914	1861	829	361	877	421	640	552	355	187	785	402	644	526	342	125^	177	60^	22v	14v	
NEWHART								2	208	208	A	20.4	30	1783	1772	825	372	894	269	508	507	416	329	583	236	423	358	267	142	145	63^	150	101	
MON.						9.00P	30	CBS CS	99	99	B	20.4	30	1783	1772	825	372	894	269	508	507	416	329	583	236	423	358	267	142	145	63	150	101	
NEWSBREAK-M-F								15	176	172	A	13.3	20	1162	1618	837	339	919	256	476	446	414	388	510	142	293	267	251	188	96	47^	93	74	
1 MTHF						9.58P	1	CBS N			B	12.5	19	1093	1598	804	323	892	240	456	438	425	379	516	135	283	254	268	209	91	45	99	75	
1 TUE.						9.56P	1																											
1 WED.						9.47P	1																											
2 MTHF						9.58P	1																											
2 TUE.						9.54P	1																											
NEWSBREAK-SAT.								3	176	171	A	6.6	11	577	1712	791	372	874	272	474	459	382	340	720	306	477	411	274	227^	53v	18v	65^	54v	
SAT.						9.58P	1	CBS N			B	7.4	13	647	1728	714	365	825	250	459	430	382	319	708	212	461	435	373	225	97	20	98	74	
NEWSBREAK-SUN.								3	182	187	A	16.8	26	1468	1582	855	352	935	250	467	425	438	413	516	144	253	250	228	234	81^	59^	50^	36^	
1 SUN.						10.27P	1	CBS N			B	15.0	23	1311	1557	826	326	914	239	435	416	436	415	518	135	251	250	239	238	69	53	56	35	
2 SUN.						9.56P	1																											
NFL MONDAY NIGHT FOOTBALL								4	210	209	A	18.9	32	1652	1452	432	209	465	144	257	250	238	169	888	314	562	568	403	253	81^	15v	18v	13v	
1 MON.						9.00P	183	ABC SE	99	99	B	19.4	32	1696	1436	424	190	453	147	268	259	227	155	876	333	550	548	430	249	72	13	35	20	
2 MON.						9.00P	201				A	19.1	29	1669	1472	443	235	496	151	263	276	247	181	844	285	494	521	404	274	112	26^	20v	20v	
						9.00 -	9.30				A	21.7	32	1897	1523	468	252	507	165	291	281	259	172	876	305	538	568	426	256	110	17v	30^	19v	
						9.30 -	10.00				A	22.0	33	1923	1498	431	205	465	144	272	260	246	151	920	349	590	600	416	254	87	9v	26^	14v	
						10.00 -	10.30				A	19.5	31	1704	1425	424	195	454	144	268	241	242	152	899	355	586	572	389	248	65^	12v	7v	7v	
						10.30 -	11.00				A	18.0	32	1573	1399	406	190	431	139	227	218	214	169	888	359	580	568	378	236	65^	14v	15v	15v	
						11.00 -	11.30				A	16.1	36	1407	1344	405	175	426	131	217	208	200	181	870	340	559	552	373	245	44^	7v	LT	LT	
						11.30 -	12.00				A	12.1	34	1058	1444	417	172^	417	79^	218^	224^	273	173^	943	380	637	605	442	245^	61v	11v	LT	LT	
						12.00 -	12.30																											
NIGHT COURT								2	204	202	A	25.0	37	2185	1659	714	335	765	281	500	473	366	219	598	262	455	417	284	123	151	88	145	117	
THU.						9.30P	30	NBC CS	99	99	B	25.0	37	2185	1659	714	335	765	281	500	473	366	219	598	262	455	417	284	123	151	88	145	117	
1986								2	199	202	A	10.4	18	909	1509	722	317	744	201	415	410	406	278	665	217	452	448	347	166	49^	26v	51^	45^	
						TUE.	10.00P	60	NBC DN	99	99	B	10.4	18	909	1509	722	317	744	201	415	410	406	278	665	217	452	448	347	166	49	26	51	45
						10.00 -	10.30				A	11.0	18	961	1493	714	318	736	196	408	409	400	279	652	219	443	431	336	164	53^	24v	52^	44^	
						10.30 -	11.00				A	9.9	17	865	1513	724	310	744	202	417	409	410	272	673	213	460	465	354	166	45^	28v	51^	45^	
OUR HOUSE								3	202	203	A	15.2	25	1328	2030	803	361	883	290	572	503	416	274	621	217	412	384	307	176	163	100^	363	227	
SUN.						7.00P	60	NBC GD	99	98	B	14.8	24	1294	2004	793	351	879	302	575	505	411	270	623	216	412	370	309	181	166	103	336	190	
						7.00 -	7.30				A	13.6	23	1189	1996	784	353	875	290	575	491	403	286	615	202	402	384	307	185	157	90^	349	215	
						7.30 -	8.00				A	16.6	26	1451	2072	829	371	901	296	593	520	434	267	630	232	425	389	309	168	162	106	379	240	
OUR WORLD								2	205		A	6.5	10	568	1479	588	313^	701	206^	345^	435^	347^	219^	524	138^	278^	281^	272^	181^	181^	67v	73v	73v	
1 THU.						8.00P	60	ABC DN	99		B	6.3	10	551	1639	678	333	787	279	418	462	336	256	580	166	362	310	347	165	164	71	108	91	
CONT'D																																		

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)														
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11													
EVENING CONT'D																																								
OUR WORLD-CONT'D																																								
8.00 - 8.30																		A	6.2	10	542	1450	555	313	667	191	332	442	344	187	517	158	303	280	262	162	188	63	78	78
8.30 - 9.00																		A	6.7	10	586	1509	623	314	737	221	360	434	353	248	527	120	254	281	282	196	176	71	69	69
PERFECT STRANGERS																		A	16.5	28	1442	1885	773	219	842	350	578	574	394	185	558	262	445	400	255	96	229	114	256	196
1 WED. 8.00P 30 ABC CS 99																		B	17.1	29	1495	1809	734	281	820	319	563	521	378	201	530	206	387	355	270	114	210	107	249	179
REAGAN SUMMIT SPECIAL(S)																		A	10.9	18	953	1666	620	254	620	94	262	271	300	310	885	218	473	462	464	338	45	LT	116	78
2 SUN. 7.00P 27 ABC N 99																																								
ST. ELSEWHERE																		A	14.0	24	1224	1597	804	392	901	364	605	557	388	232	502	248	381	345	200	91	86	37	108	75
WED. 10.00P 60 NBC GD 99 99																		B	14.5	24	1267	1606	833	396	931	363	616	567	420	257	507	209	381	357	245	99	91	33	77	52
10.00 - 10.30																		A	14.1	23	1232	1639	801	388	907	361	605	559	397	231	508	246	387	348	207	91	98	46	126	93
10.30 - 11.00																		A	13.9	24	1215	1550	808	393	895	368	605	558	379	231	494	246	372	343	194	91	73	28	88	55
SCARECROW & MRS. KING																		A	14.6	25	1276	1683	824	344	897	214	436	444	405	397	535	134	298	320	276	204	53	29	198	126
FRI. 8.00P 60 CBS GD 99 99																		B	14.8	26	1294	1656	779	324	888	224	444	429	406	384	530	147	288	297	272	192	78	40	160	94
8.00 - 8.30																		A	13.9	24	1215	1694	825	328	893	210	432	439	404	401	531	138	297	310	269	204	49	29	221	149
8.30 - 9.00																		A	15.2	26	1328	1672	823	358	898	214	438	447	406	393	540	130	300	324	284	208	56	29	178	107
SIDEKICKS																		A	11.5	18	1005	1769	731	384	738	236	505	503	422	196	508	160	365	345	332	143	182	85	341	293
1 FRI. 9.30P 30 ABC OP 99																		B	11.7	19	1023	1824	730	362	762	237	507	513	427	198	509	172	376	335	288	133	150	88	403	315
SIMON & SIMON																		A	11.9	18	1040	1668	783	278	867	190	400	417	417	400	602	130	297	308	329	257	101	39	98	73
THU. 8.00P 60 CBS PD 99 98																		B	11.7	18	1023	1712	777	290	881	198	421	423	435	393	610	118	322	331	358	255	78	35	143	89
8.00 - 8.30																		A	10.7	17	935	1664	780	258	867	195	396	408	399	406	599	133	286	303	319	263	99	42	99	71
8.30 - 9.00																		A	13.2	20	1154	1648	777	291	858	181	399	420	430	392	594	124	299	305	329	251	103	37	93	74
60 MINUTES																		A	23.0	37	2010	1560	688	290	737	132	316	347	375	358	667	160	330	345	325	288	58	15	98	76
1 SUN. 7.29P 60 CBS DN 99 99																		B	21.4	35	1870	1548	698	292	751	149	338	350	364	356	687	164	339	358	341	292	45	8	65	47
2 SUN. 7.00P 60																		A	19.6	32	1713	1607	723	305	746	140	341	371	376	339	660	155	343	331	336	284	52	5	149	114
7.00 - 7.30																		A	22.4	36	1958	1561	674	273	721	123	301	331	356	364	698	174	353	365	340	289	55	18	87	70
7.30 - 8.00																		A	27.7	42	2421	1531	691	312	765	141	326	357	409	367	625	147	291	323	290	293	62	19	79	59
8.00 - 8.30																		A	12.2	19	1066	1789	701	336	747	254	493	501	436	204	433	138	311	295	288	122	209	128	400	271
SLEDGE HAMMER																		B	10.9	17	953	1987	784	296	811	354	554	447	383	217	576	224	437	356	318	131	191	98	409	278
1 FRI. 9.00P 30 ABC CS 99																		A	10.6	19	926	1542	758	381	847	270	477	532	438	253	528	119	282	327	316	182	60	11	107	107
SPENSER: FOR HIRE																		B	10.8	20	944	1520	713	275	799	267	456	456	394	261	513	112	267	328	328	176	126	16	82	76
1 SAT. 10.00P 60 ABC PD 99																		A	10.0	18	874	1582	768	377	857	267	484	541	441	255	536	115	285	331	325	186	77	23	112	112
10.00 - 10.30																		A	11.2	21	979	1494	746	381	836	271	470	521	435	253	517	121	278	319	307	177	41	LT	100	100
10.30 - 11.00																		A	9.0	15	787	1845	769	268	836	170	404	400	409	379	679	219	382	357	347	271	161	56	169	92
SPORTSBREAK-SAT																		B	9.5	17	830	1747	742	273	830	184	416	400	415	372	649	179	359	370	359	247	110	44	158	94
SAT. 8.58P 1 CBS SN 92 92																		A	21.8	31	1905	1606	820	306	884	183	399	411	419	418	557	127	266	269	258	255	74	34	91	65
SPORTSBREAK-SUN																		B	20.6	30	1800	1610	809	313	887	180	406	409	440	419	567	121	272	287	277	258	57	28	99	72
1 SUN. 9.27P 1 CBS SN 96 97																																								
2 SUN. 8.58P 1																																								
STARMAN																		A	10.9	19	953	1641	663	192	671	209	483	451	384	159	619	218	471	465	364	148	178	38	173	173
1 FRI. 10.00P 60 ABC A 99																		B	11.3	20	988	1902	717	325	778	285	540	514	390	192	624	204	462	441	371	139	181	67	319	232
10.00 - 10.30																		A	11.3	19	988	1657	651	205	658	202	466	438	380	162	622	214	469	457	369	153	189	60	188	188
10.30 - 11.00																		A	10.6	19	926	1595	663	174	673	209	491	458	381	156	608	223	467	467	351	141	160	15	154	154
TOGETHER WE STAND																		A	18.1	27	1582	1745	875	328	902	251	425	461	412	379	438	151	284	260	224	124	214	123	191	134
1 MON. 8.30P 30 CBS CS 99																		B	17.6	26	1538	1795	842	292	904	300	483	455	391	350	435	149	271	251	205	135	202	103	254	175



### PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1986 REPORT

PROGRAM NAME												T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)										
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
EVENING CONT'D																																			
TOGETHER WE STAND													A 11.8 19 1031	1841	686	201	747	250	434	392	304	267	556	197	408	339	287	135	237	137	301	228			
WED. 8.00P 30 CBS CS 2 205 200													B 11.8 19 1031	1841	686	201	747	250	434	392	304	267	556	197	408	339	287	135	237	137	301	228			
20/20													A 15.1 26 1320	1498	814	274	881	198	420	439	466	398	598	146	348	323	316	225	LT	LT	16	7			
1 THU. 10.00P 60 ABC DN 2 210													B 14.2 24 1241	1492	835	251	892	222	465	479	442	362	567	182	334	324	261	205	LT	LT	17	13			
10.00 - 10.30													A 15.5 26 1355	1517	813	270	879	199	433	449	467	389	603	160	357	334	311	219	4	LT	31	13			
10.30 - 11.00													A 14.7 27 1285	1471	816	279	883	196	405	428	464	410	588	128	335	313	321	229	LT	LT	LT	LT			
TWILIGHT ZONE													A 9.7 18 848	1593	626	300	725	292	479	440	329	207	681	313	517	523	309	125	82	26	105	86			
SAT. 10.00P 60 CBS SF 3 203 205													B 10.0 18 874	1656	641	360	770	325	541	479	347	202	657	260	498	493	341	129	80	32	149	101			
10.00 - 10.30													A 9.6 17 839	1627	647	304	732	279	471	446	349	215	708	334	532	536	309	133	80	27	107	89			
10.30 - 11.00													A 9.7 18 848	1558	609	295	720	305	489	435	312	201	656	296	505	509	307	117	81	24	101	81			
227													A 19.1 33 1669	1866	769	314	882	268	483	458	353	337	457	141	244	226	200	187	162	81	365	259			
SAT. 8.30P 30 NBC CS 2 206 204													B 19.1 33 1669	1866	769	314	882	268	483	458	353	337	457	141	244	226	200	187	162	81	365	259			
VALERIE													A 16.4 24 1433	2022	781	336	807	368	590	486	340	182	653	287	477	445	307	139	251	132	311	224			
SUN. 8.30P 30 NBC CS 3 202 202													B 16.0 24 1398	1963	766	316	825	369	572	473	338	212	614	245	428	399	296	147	232	116	292	192			
WEBSTER													A 14.7 26 1285	1690	617	256	723	189	426	443	346	243	382	116	221	221	185	141	165	109	420	270			
1 FRI. 8.00P 30 ABC CS 2 211													B 13.3 24 1162	1821	696	318	772	213	468	484	386	242	414	117	257	257	215	146	226	195	409	256			
WHO'S THE BOSS?													A 22.5 36 1967	1895	755	344	803	305	528	542	384	182	519	195	385	345	275	117	215	109	358	242			
1 TUE. 8.00P 30 ABC CS 2 211													B 22.2 36 1940	1888	757	361	839	323	554	554	406	202	525	202	374	353	265	126	243	121	281	192			
WIZARD													A 13.5 21 1180	1964	704	331	802	277	529	471	383	240	526	182	395	334	279	120	220	126	416	280			
4 207 198																																			
TUE. 8.00P 60 CBS A 99 97													B 12.6 20 1101	1943	710	323	804	277	524	451	381	254	579	193	426	369	303	138	187	98	373	258			
8.00 - 8.30													A 12.9 20 1127	1878	682	318	774	269	509	462	360	237	513	180	383	325	269	120	201	115	390	270			
8.30 - 9.00													A 14.2 21 1241	2022	718	342	821	285	542	473	398	241	530	182	398	337	283	120	235	134	436	287			
YOU AGAIN ?													A 15.5 24 1355	1799	815	366	896	324	534	484	377	288	497	184	340	302	230	133	214	87	192	167			
WED. 9.30P 30 NBC CS 2 197 201													B 15.5 24 1355	1799	815	366	896	324	534	484	377	288	497	184	340	302	230	133	214	87	192	167			
LATE FRINGE																																			
ABC NEWS:NIGHTLINE													A 5.4 16 472	1146	536	192	540	98	209	282	336	254	604	148	315	347	322	246	LT	LT	LT	LT			
1 TU-F 11.30P 31 ABC N 5 198 199													B 5.4 16 472	1146	536	192	540	98	209	282	336	254	604	148	315	347	322	246	LT	LT	LT	LT			
2 THU. 11.40P 20																																			
ABC NEWS:NIGHTLINE-MON													A 3.9 20 341	1199	516	247	548	114	279	293	291	255	628	294	428	382	278	161	23	LT	LT	LT	LT		
1 MON. 12.40A 30 ABC N 2 194 196													B 3.9 20 341	1199	516	247	548	114	279	293	291	255	628	294	428	382	278	161	23	LT	LT	LT	LT		
2 MON. 1.00A 31																																			
ABC NEWS:NIGHTLINE-TUE(B)													A 4.6 17 402	881	313	67	313	LT	62	102	151	206	562	72	293	335	323	227	LT	LT	LT	LT			
2 TUE. 11.57P 38 ABC N 200 98													A 4.7 17 411	886	317	73	317	LT	63	105	161	212	569	72	294	340	319	229	LT	LT	LT	LT			
12.00 - 12.30													1205	569	203	579	80	291	345	348	234	626	189	382	431	315	195	LT	LT	LT	LT				
ABC NEWS:NIGHTLINE-WED(B)													A 4.4 17 385																						
2 WED. 12.08A 30 ABC N 198 97																																			
ABC NEWS:NIGHTLINE-TH(B)													A 4.2 14 367	804	319	126	319	30	123	123	188	196	485	133	218	305	241	180	LT	LT	LT	LT			
2 THU. 12.00M 10 ABC N 200 98																																			
ABC NEWS:NIGHTLINE-FR(B)													A 4.5 13 393	1288	562	183	562	92	131	184	175	371	726	187	258	249	430	405	LT	LT	LT	LT			
2 FRI. 11.54P 31 ABC N 188 97																																			
ABC WEEKEND REPORT-SAT.													A 2.3 10 201	980	637	189	637	40	363	363	457	274	323	95	95	100	69	174	LT	LT	LT	LT			
CONT'D																																			

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KEY: A-CURRENT REPORT B-SEASON AVERAGE

[illegible]



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
														K E Y		AVG. AUD. SHARE %		AVG. AUD. SHARE % (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. SHARE %				(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1986 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
									VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
									AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2																								
WEEKDAY DAYTIME CONT'D																															
DAYS OF OUR LIVES																															
1	MON.	1.00P	12	NBC	DD	10	209	208	A	6.6	24	577	1447	956	177	1020	339	554	446	427	425	322	121	174	110^	128	112^	74^	74^	31^	LT
		& 1.31P	29				99	99	B	6.6	24	577	1447	956	177	1020	339	554	446	427	425	322	121	174	110	128	112	74	74	31	LT
1	TU-F	1.00P	60																												
2	M-F	1.00P	60																												
		1.00 - 1.30							A	6.3	23	551	1459	965	194	1034	337	558	446	434	438	328	128	179	110^	130	109^	71^	71^	26^	LT
		1.30 - 2.00							A	6.8	24	594	1446	963	166	1015	340	554	448	425	419	313	111^	169	111^	129	111^	79^	77^	39^	LT
DAYS OF OUR LIVES-MON(B)																															
1	MON.	1.12P	19	NBC	DD		99	42	A	2.7	10	236	1165^	864^	128^	864^	89^	377^	377^	394^	487^	301^	LT	LT	43^	43^	258^	LT	LT	LT	LT
DOUBLE TALK																															
1	M-F	11.30A	30	ABC	QP	9	141	142	A	1.6	7	140	1300	729	207^	1044	486^	715	628	329^	308^	214^	135^	164^	166^	51^	42^	42^	LT	LT	LT
2	TU THF	11.30A	30			70	71		B	1.6	7	140	1300	729	207	1044	486	715	628	329	308	214	135	164	166	51	42	42	LT	LT	LT
DOUBLE TALK-WED(B)																															
2	WED.	11.30A	30	ABC	QP		122	55	A	1.2	5	105	933^	447^	LT	447^	LT	191^	191^	371^	256^	400^	324^	324^	324^	57^	76^	86^	LT	LT	LT
FAME,FORTUNE AND ROMANCE																															
M-F	11.00A	30	ABC	CC		10	159	155	A	2.0	9	175	1297	588	143^	880	389^	577	571	319^	258^	297^	178^	200^	182^	74^	91^	45^	LT	75^	LT
						77	74		B	2.0	9	175	1297	588	143	880	389	577	571	319	258	297	178	200	182	74	91	45	LT	75	LT
FAMILY TIES																															
1	MW THF	10.00A	30	NBC	CS	9	157	156	A	3.2	15	280	1289	760	143^	810	293	461	385	317	311	303	129^	189^	125^	124^	107^	40^	LT	136^	82^
2	M-F	10.00A	30			89	87		B	3.2	15	280	1289	760	143	810	293	461	385	317	311	303	129	189	125	124	107	40	LT	136	82
GENERAL HOSPITAL																															
1	M-F	3.00P	60	ABC	DD	9	206	209	A	8.3	29	725	1320	883	205	989	456	642	579	388	259	140	32^	65^	54^	42^	75^	100	94^	91^	38^
2	TU THF	3.00P	60			99	99		B	8.3	29	725	1320	883	205	989	456	642	579	388	259	140	32	65	54	42	75	100	94	91	38
		3.00 - 3.30																													
		3.30 - 4.00							A	8.1	29	708	1294	874	208	982	450	644	577	399	254	136	35^	64^	50^	38^	72^	91^	86^	85^	32^
									A	8.6	30	752	1316	876	197	978	454	630	571	370	260	140	28^	65^	57^	46^	75^	104	98	94	42^
GOOD MORNING, AMERICA-730																															
M-F	7.30A	30	ABC	N		10	208	208	A	4.4	23	385	1195	674	252	754	227	422	471	337	244	325	93^	190	195	154^	130^	46^	28^	70^	37^
						99	99		B	4.4	23	385	1195	674	252	754	227	422	471	337	244	325	93	190	195	154	130	46	28	70	37
GOOD MORNING, AMERICA-830																															
M-F	8.30A	30	ABC	N		10	206	207	A	4.4	22	385	1171	732	124^	784	153^	379	414	384	350	314	60^	130^	135^	147^	171^	21^	LT	52^	LT
						99	99		B	4.4	22	385	1171	732	124	784	153	379	414	384	350	314	60	130	135	147	171	21	LT	52	LT
GUIDING LIGHT																															
1	MW THF	3.00P	60	CBS	DD	15	207	207	A	5.8	20	507	1308	837	211	959	229	470	419	454	413	200	71^	115^	86^	78^	66^	108^	80^	41^	37^
1	TUE.	3.00P	3			99	99		B	6.0	21	524	1272	842	171	950	225	478	419	463	412	181	55	84	71	73	80	83	62	58	27
		& 3.23P	37																												
2	M-F	3.00P	60																												
		3.00 - 3.30							A	5.7	21	498	1295	844	209	964	219	471	428	460	418	188	62^	104^	80^	74^	66^	102^	70^	41^	36^
		3.30 - 4.00							A	6.0	21	524	1302	819	207	944	233	462	406	445	408	202	75^	120^	88^	77^	63^	114^	89^	42^	39^
GUIDING LIGHT-TUE(B)																															
1	TUE.	3.03P	20	CBS	DD		183	84	A	6.0	21	524	1410	875	277^	1148	449^	724	468^	468^	384^	202^	109^	144^	93^	60^	33^	20^	20^	40^	40^
LOVING																															
M-F	12.30P	30	ABC	DD		10	182	182	A	3.7	15	323	1362	934	176^	1058	482	727	573	335	307	194^	34^	96^	111^	114^	77^	72^	69^	38^	LT
						91	91		B	3.7	15	323	1362	934	176	1058	482	727	573	335	307	194	34	96	111	114	77	72	69	38	LT
NBC NEWS AT SUNRISE																															
M-F	6.30A	30	NBC	N		10	192	192	A	2.1	19	184	989	452	343^	571	82^	305^	326^	375	212^	381	76^	255^	266^	201^	115^	LT	LT	32^	LT
						97	96		B	2.1	19	184	989	452	343	571	82	305	326	375	212	381	76	255	266	201	115	LT	LT	32	LT
NBC NEWS DIGEST-DAYTIME																															
MW	2.57P	1	NBC	N		6	192	192	A	4.5	17	393	1338	921	137^	969															



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1986 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																			
											TOTAL	18-34	18-49	25-54		35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																		
WEEKDAY DAYTIME CONT'D																																											
NEW CARD SHARKS																		15	167	168	A	3.3	15	288	1128	718	149A	767	194A	315	249	281	438	249	52v	90A	90A	97A	142A	46v	LT	66A	21v
1 M&TH 10.30A 30 CBS QP																		83	83	B	3.3	15	288	1141	671	141	764	198	313	244	274	432	266	77	111	87	95	143	43	20	68	LT	
1 TUE. 10.34A 26																																											
2 M-F 10.30A 30																																											
NEWSBREAK-11.57																		15	194	186	A	6.1	27	533	1182	751	197	809	170	325	295	325	452	279	47A	90A	85A	152	174	26v	11v	68A	11v
M-F 11.57A 2 CBS N																		92	86	B	6.3	28	551	1220	735	191	814	182	348	311	331	436	292	73	115	85	138	162	43	21	71	13	
NEWSBREAK-3.44																		15	200	198	A	5.8	20	507	1270	792	218	914	217	428	386	425	420	191	77A	116A	92A	72A	50A	127A	101A	38A	34v
1 M & TH 3.45P 1 CBS N																		98	98	B	6.1	21	533	1236	801	176	909	213	438	387	437	412	175	61	88	77	68	67	91	75	61	29	
1 TUE. 3.44P 1																																											
1 WED. 3.42P 1																																											
1 FRI. 3.38P 1																																											
2 M & TH 3.43P 1																																											
2 TU & F 3.42P 1																																											
2 WED. 3.46P 1																																											
ONE LIFE TO LIVE																		10	210	206	A	7.2	26	629	1176	828	179	914	393	639	565	409	227	150	26v	56A	55A	52A	90A	47A	38A	65A	16v
M-F 2.00P 60 ABC DD																		99	96	B	7.2	26	629	1176	828	179	914	393	639	565	409	227	150	26	56	55	52	90	47	38	65	16	
2.00 - 2.30																				A	7.0	25	612	1157	824	169	920	404	650	567	400	226	134	20v	43A	47A	42A	87A	34A	25v	69A	17v	
2.30 - 3.00																				A	7.4	28	647	1181	825	185	903	382	624	555	414	230	158	31A	68A	60A	57A	88A	61A	51A	59A	14v	
PRICE IS RIGHT 1																		14	207	206	A	5.7	27	498	1265	816	219	851	191	358	341	365	448	287	44A	89A	100A	154	173	29v	16v	98A	26v
1 MON. 11.00A 19 CBS AP																		97	97	B	5.7	26	498	1289	781	194	850	209	373	331	355	436	301	80	126	104	139	156	53	26	85	25	
1 TU-F 11.00A 30																																											
2 M-F 11.00A 30																																											
PRICE IS RIGHT 2																		15	207	206	A	7.0	31	612	1203	793	209	837	173	341	313	359	457	277	40A	87A	86A	152	176	22v	13v	67A	18v
1 MON. 11.40A 20 CBS AP																		97	97	B	7.0	31	612	1219	769	188	834	176	345	316	357	452	292	67	111	85	142	166	39	21	54	17	
1 TU-F 11.30A 30																																											
2 M-F 11.30A 30																																											
RYAN'S HOPE																		10	167	167	A	2.6	11	227	1207	800	184A	924	361	607	537	352	299A	172A	45v	80A	71v	62v	92A	49v	49v	62v	LT
M-F 12.00N 30 ABC DD																		85	85	B	2.6	11	227	1207	800	184	924	361	607	537	352	299	172	45	80	71	62	92	49	49	62	LT	
SALE OF THE CENTURY																		10	157	157	A	3.7	17	323	1269	838	237	907	291	461	346	328	418	312	90A	142A	78A	112A	166A	LT	LT	44v	LT
1 M&TH 10.30A 30 NBC QG																		82	82	B	3.7	17	323	1269	838	237	907	291	461	346	328	418	312	90	142	78	112	166	LT	LT	44	LT	
1 TUE. 10.41A 19																																											
2 M-F 10.30A 30																																											
SANTA BARBARA																		10	196	196	A	4.2	15	367	1390	912	128A	929	403	506	346	327	401	221	59A	89A	54A	94A	130A	99A	60A	141A	84A
M-F 3.00P 60 NBC DD																		97	97	B	4.2	15	367	1390	912	128	929	403	506	346	327	401	221	59	89	54	94	130	99	60	141	84	
3.00 - 3.30																				A	4.1	15	358	1341	958	130A	980	429	552	377	344	405	216	56A	85A	48v	83A	129A	45v	37v	100A	48v	
3.30 - 4.00																				A	4.3	15	376	1410	863	123A	879	373	460	317	314	397	213	58A	90A	56A	99A	123A	145A	82A	173A	115A	
SCRABBLE																		10	192	192	A	4.6	21	402	1276	789	89A	826	160A	322	323	348	443	381	89A	154A	152A	172	196	17v	17v	52A	LT
M-F 11.30A 30 NBC QG																		96	96	B	4.6	21	402	1276	789	89	826	160	322	323	348	443	381	89	154	152	172	196	17	17	52	LT	
SEARCH FOR TOMORROW																		10	141	141	A	2.3	9	201	1473	770	204A	915	319A	428	303A	303A	473	439	130A	244A	153A	229A	161A	LT	LT	104A	50v
M-F 12.30P 30 NBC DD																		73	73	B	2.3	9	201	1473	770	204	915	319	428	303	303	473	439	130	244	153	229	161	LT	LT	104	50	
SUPER PASSWORD																		10	150	148	A	3.4	14	297	1094	801	61A	835	71A	232	249	340	559	213A	18v	18v	34v	94A	179A	36v	LT	LT	LT
1 MON. 12.00N 17 NBC QG																		73	73	B	3.4	14	297	1094	801	61	835	71	232	249	340	559	213	18	18	34	94	179	36	LT	LT	LT	
& 12.24P 6																																											
1 TU-TH 12.00N 30																																											
CONT'D																																											

KEY: A-CURRENT REPORT B-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL	6-11				
WEEKDAY DAYTIME CONT'D																																
SUPER PASSWORD-CONT'D																																
1 FRI. 12.09P 21																																
2 M-F 12.00N 30																																
TODAY SHOW-7.30AM 10 204 204																																
M-F 7.30A 30 NBC N 99 99																																
TODAY SHOW-8.30AM 10 204 205																																
M-F 8.30A 30 NBC N 99 99																																
\$25,000 PYRAMID 14 171 172																																
1 M-WTHF 10.00A 30 CBS QP 89 90																																
2 M-F 10.00A 30																																
WHEEL OF FORTUNE 10 206 207																																
1 MON. 11.00A 12 NBC QG 98 98																																
1 TU-F 11.00A 30																																
2 M-F 11.00A 30																																
WHEEL OF FORTUNE-MON(B) 183																																
1 MON. 11.12A 18 NBC QG 82																																
YOUNG AND THE RESTLESS 15 207 208																																
1 MON. 12.30P 40 CBS DD 99 99																																
& 1.27P 3																																
1 TU-F 12.30P 60																																
2 M-F 12.30P 60																																
12.30 - 1.00																																
1.00 - 1.30																																
YOUNG AND RESTLESS-MON(B) 94																																
1 MON. 1.10P 17 CBS DD 39																																
WEEKEND DAYTIME																																
ABC WEEKEND SPECIALS 3 171																																
1 SAT. 12.00N 30 ABC FV 87																																
ALL NEW EWOKS 3 196																																
1 SAT. 11.30A 30 ABC CA 93																																
ALL NEW EWOKS(B) 162																																
2 SAT. 11.30A 30 ABC CA 74																																
ALVIN AND THE CHIPMUNKS 4 201 204																																
SAT. 11.00A 30 NBC CA 98 98																																
AMER. LEAGUE CHAMP-PRE 5(S) 207																																
2 SUN. 2.30P 22 ABC SC 99																																
AMER. LEAGUE CHAMP-GM-5(S) 211																																
2 SUN. 2.52P 248 ABC SE 99																																
2.30 - 3.00																																
3.00 - 3.30																																
3.30 - 4.00																																
4.00 - 4.30																																
CONT'D																																



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																							
														TOTAL	18-34	WOMEN 18-24			25-34			35-44			45-54			TOTAL	18-34	MEN 18-24			25-34			35-44			45-54			TOTAL	18-34	TEENS (12-17)			CHILDREN (2-11)		
WEEKEND DAYTIME CONT'D																																																	
AMER. LEAGUE CHAMP-CONT'D																																																	
4.30 - 5.00														A	12.3	25	1075	1560	701	254	701	163	344	289	316	306	716	145	322	318	350	360	76	22	67	26													
5.00 - 5.30														A	14.3	28	1250	1579	673	259	673	165	332	264	304	301	745	192	371	316	359	349	81	19	80	30													
5.30 - 6.00														A	18.1	35	1582	1595	638	223	638	161	327	285	292	273	732	190	367	332	343	333	104	15	121	47													
6.00 - 6.30														A	19.6	36	1713	1646	655	266	685	187	368	287	339	280	787	189	444	406	423	310	91	32	83	54													
6.30 - 7.00														A	19.6	34	1713	1653	650	255	685	172	362	296	344	278	792	185	418	401	422	331	89	35	87	52													
AMERICAN BANDSTAND														A	2.8	9	245	1384	477	281	477	187	281	281	94	196	269	17	110	110	110	159	78	78	560	368													
1 SAT. 1.00P 30 ABC PC 58														B	2.7	9	236	1392	376	156	375	185	243	261	90	114	338	41	180	209	201	115	228	168	451	335													
BERNSTAIN BEARS														A	3.1	21	271	1974	409	41	413	99	158	247	185	166	233	73	140	118	93	93	166	103	1162	694													
SAT. 8.00A 30 CBS CA 96 96														B	2.6	17	227	1754	283	28	327	95	158	172	137	118	169	76	114	101	54	55	152	86	1106	620													
BUGS BUNNY & TWEETY SHOW														A	5.0	18	437	1478	299	131	315	132	132	192	183	108	276	104	208	133	172	68	54	17	833	453													
1 SAT. 11.00A 30 ABC CA 95														B	4.5	16	393	1886	492	208	532	347	383	213	122	114	428	202	317	175	177	108	76	29	850	529													
BUGS BUNNY & TWEETY SH(B)														A	3.3	12	288	1722	499	132	499	188	257	344	156	155	347	205	264	264	142	83	195	97	681	452													
2 SAT. 11.00A 30 ABC CA 175 78																																																	
BUSINESS WORLD														A	1.6	5	140	936	493	257	493	17	100	100	257	393	379	129	164	71	164	215	50	17	17	17													
SUN. 12.30P 30 ABC N 74 68														B	1.6	5	140	936	493	257	493	17	100	100	257	393	379	129	164	71	164	215	50	17	17	17													
CARE BEAR FAMILY														A	3.5	18	306	2016	295	197	295	147	206	212	111	73	97	17	17	17	17	17	201	91	1423	1046													
1 SAT. 8.30A 30 ABC CA 99 99														B	4.1	21	358	1822	331	139	387	221	310	284	125	72	148	75	112	86	42	36	136	95	1151	757													
2 SAT. 8.42A 18																																																	
CBS COLLEGE FOOTBALL PRE														A	4.7	14	411	1328	356	202	375	97	233	262	235	113	705	228	363	360	343	263	65	17	183	63													
SAT. 2.30P 4 CBS SC 97 97														B	5.1	15	446	1349	344	146	391	104	233	241	225	123	745	244	452	417	358	246	106	17	107	40													
CBS COLLEGE FOOTBALL GAME														A	6.4	17	559	1338	406	162	429	91	175	186	227	216	744	245	412	386	334	283	52	17	113	70													
1 SAT. 2.34P 220 CBS SE 98 98														B	6.3	22	725	1314	378	139	409	87	194	189	208	188	759	224	419	400	360	292	78	17	68	36													
2 SAT. 2.34P 236																																																	
2.30 - 3.00														A	4.7	14	411	1336	336	170	360	87	182	202	190	158	747	273	389	372	328	287	56	17	173	64													
3.00 - 3.30														A	5.6	16	489	1278	338	139	363	100	190	178	164	167	793	288	463	412	343	292	75	17	47	30													
3.30 - 4.00														A	6.4	18	559	1209	371	129	391	102	172	143	201	210	722	269	427	369	320	259	54	17	42	20													
4.00 - 4.30														A	5.8	16	507	1377	398	134	422	98	181	171	210	227	776	266	491	439	375	259	71	17	108	75													
4.30 - 5.00														A	6.6	17	577	1336	400	168	423	118	213	189	199	189	775	258	448	403	346	278	53	17	85	48													
5.00 - 5.30														A	7.8	20	682	1370	419	194	441	101	176	197	251	196	755	237	378	360	315	321	39	17	135	80													
5.30 - 6.00														A	7.5	19	656	1341	418	168	442	68	142	199	261	221	703	197	362	367	325	282	44	9	152	109													
6.00 - 6.30														A	7.5	17	656	1370	536	194	558	46	151	205	318	347	615	162	296	337	305	246	22	17	175	126													
CBS NFL TODAY														A	7.5	23	656	1585	412	180	490	177	261	232	210	187	867	377	542	516	384	209	159	45	69	69													
SUN. 12.30P 30 CBS SC 99 99														B	7.0	22	612	1510	417	162	477	164	279	237	204	171	831	326	511	491	384	239	100	25	62	69													
CBS NFL FOOTBALL GAME 1														A	17.1	41	1495	1523	487	227	527	182	310	304	245	175	821	291	537	502	417	235	92	32	83	44													
1 SUN. 1.00P 186 CBS SE 99 99														B	16.3	39	1425	1380	426	191	458	136	251	254	227	164	766	236	458	459	404	243	82	31	74	42													
2 SUN. 1.00P 141																																																	
& 3.34P 38																																																	
& 4.22P 2																																																	
1.00 - 1.30														A	13.7	37	1197	1670	485	233	548	182	292	297	254	201	854	321	553	519	417	238	152	74	116	66													
1.30 - 2.00														A	17.0	42	1486	1601	489	227	542	182	304	309	253	192	848	309	557	517	432	235	107	49	104	46													
2.00 - 2.30														A	18.3	44	1599	1563	500	231	538	200	311	298	230	183	844	292	569	516	449	236	83	19	98	45													
2.30 - 3.00														A	17.0	40	1486	1485	473	232	523	201	326	313	239	159	802	297	520	481	391	227	86	21	74	38													
3.00 - 3.30														A	17.6	41	1538	1523	503	236	531	207	343	319	233	156	842	311	553	533	414	233	80	25	70	36													
3.30 - 4.00														A	17.8	39	1556	1432	496	221	524	187	328	319	245	159	785	251	500	478	407	242	69	18	54	28													
4.00 - 4.30														A	18.1	39	1582	1296	457	197	479	94	254	268	258	190	697	238	455	412	358	228	61	30	59	51													



PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AUG. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
													TOTAL		18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
WEEKEND DAYTIME CONT'D																																		
IN THE NEWS-12.26PM SAT. 12.26P 3 CBS CN						4	161 151	A	3.6 12	315	1619	233^ 48v	299^148^	181^216^	106v 45v	336^131^	283^180^	180^ 25v	364^260^	620	369^													
						86 83	B	3.2 11	280	1730	341 95	380 223	249 227	104 53	334 142	265 205	159 41	205 146	811	430														
IT'S PUNKY BREWSTER SAT. 10.30A 30 NBC CA						4	199 200	A	5.8 21	507	1793	353 141^	360 206^	273^233^	142^ 68v	166^ 70v	123^113^	96^ 34v	229^135^	1038	575													
						97 98	B	5.5 21	481	1732	341 180	399 255	322 231	130 52	187 86	143 104	101 38	222 111	924	488														
KIDD VIDEO SAT. 12.30P 30 NBC CA						4	125 137	A	2.7 9	236	898	86v LT	103v 56v	56v LT	30v 47v	160^ 42v	109v 67v	80v 51v	135v135v	500^	208^													
						65 77	B	2.9 10	253	1540	357 227	394 83	297 214	279 97	320 172	205 179	130 115	212 144	614	340														
KISSYFUR SAT. 8.00A 30 NBC CA						4	199 199	A	2.4 16	210	1552	204^147v	247^ 52v	157v119v	195^ 90v	200^133v	158v124v	67v LT	95v LT	1010	699													
						98 98	B	2.8 18	245	1527	186 114	233 131	195 70	102 38	171 127	153 105	44 LT	108 LT	1015	726														
LAZER TAG ACADEMY SAT. 12.00N 30 NBC CA						4	147 163	A	4.0 13	350	1406	283^154^	314^168^	259^216^	146^ 55v	288^ 77v	220^184^	191^ 68v	172^ LT	632	355^													
						73 87	B	4.0 14	350	1591	346 203	361 192	296 265	169 48	275 119	191 136	146 84	211 58	744	420														
LITTLES 1 SAT. 12.30P 30 ABC CA						3	143	A	4.1 13	358	2193	461^193v	531^264^	264^311^	267^149v	193v101v	193v193v	92v LT	544^329^	925	708^													
						79	B	2.9 10	253	1875	380 104	446 231	249 240	144 140	310 113	177 129	167 115	334 203	785	534														
MEET THE PRESS 1 SUN. 12.00N 30 NBC CC						3	161	A	2.5 9	219	1511	461^123v	561^170v	170v 70v	54v391^	725^379^	461^380^	104v264v	147v 50v	78v LT	52													
						93	B	2.5 9	219	1408	534 120	587 121	221 203	231 338	686 297	421 321	217 265	57 LT	78	52														
MUPPET BABIES SAT. 9.00A - 9.30 60 CBS CA						4	206 205	A	4.6 19	402	1988	250^ 63v	352^175^	253^199^	151^ 75v	251^155^	215^181^	74v 22v	187^ 46v	1198	755													
						98 98	B	4.4 19	385	1886	237 116	377 183	289 196	153 75	164 113	144 120	38 LT	238 42	1107	646														
							A	4.3 19	376	2037	216^ 53v	314^149^	222^186^	157^ 65v	246^132^	187^163^	71v 43v	192^ 31v	1285	822														
							A	4.9 20	428	1921	269^ 70v	375 194^	273^206^	140^ 81v	246^171^	230^196^	75v LT	181^ 58v	1119	695														
NAT'L LEAGUE CHAMP-GM-3(S) 2 SAT. 12.00N 202 ABC SE						207 98	A	10.0 30	874	1384	512 169^	545 134^	190^195^	227^290^	713 169^	320 328	333 332	59v 10v	67v 45v															
							A	6.0 20	524	1412	540 134v	555 97v	159^218^	217^337^	716 195^	320^289^	286^350^	55v LT	8	86v	86v													
							A	8.7 27	760	1450	563 158^	563 140^	177^189^	193^333^	773 230^	379 346^	303^345^	46v LT	68v	62v														
							A	9.7 29	848	1375	545 201^	545 115^	165^188^	224^315^	747 194^	367 388	341 323^	15v LT	68v	59v														
							A	11.0 31	961	1369	551 206^	580 133^	221^211^	270^297	714 158^	304 337	361 333	21v LT	54v	34v														
							A	11.8 34	1031	1358	470 145^	541 132^	196^179^	224^291	680 139^	269^295	321 342	76v LT	61v	32v														
							A	11.5 32	1005	1333	414 128^	483 143^	169^156^	192^258^	689 144^	304 298	345 337	91^ 23v	70v	34v														
							A	11.8 33	1031	1422	543 220^	570 173^	229^253^	271 223^	682 149^	320 345	346 293	92^ 46v	78^	32v														
NBC MAJOR LEAGUE PRE GAME 1 SAT. 2.00P 18 NBC SC						23 176 93	A	3.9 12	341	1302	387^293^	387^ 14v	258^244^	361^129v	677^197v	377^300^	285^300^	225^ 97v	LT	LT														
							B	4.4 16	385																									
NBC MAJOR LEAGUE BASEBALL 1 SAT. 2.18P 155 NBC SE						23 202 98	A	3.4 10	297	1067	360^215v	363^ 84v	175v181v	236v178v	572^121v	255^215v	236v317^	95v LT	37v	37v														
							B	6.3 20	551																									
							A	3.4 11	297	1215	377^270^	377^ LT	229v229v	322^148v	639^114v	266^266^	236v373^	141v LT	58v	58v														
							A	3.4 10	297	1131	491^360^	491^ 94v	323^323^	320^168v	491^ 50v	165v165v	195v326^	149v LT	LT	LT														
							A	3.4 10	297	997	287^129v	287^ 64v	97v 97v	182^190v	638^ 95v	315^315^	296^323^	49v LT	23v	23v														
							A	3.4 10	297	1013	330^179v	330^101v	151v151v	208^179v	571^151v	262^209v	228v309^	68v LT	44v	44v														
							A	3.4 10	297	1064	299^175v	299^ 68v	111v111v	191v188v	619^165v	313^219v	266^306^	95v LT	51v	51v														
							A	3.3 9	288	1080	407^223v	421^128v	167v216v	247v192v	513^149v	214v142v	200v299^	80v LT	66v	66v														
NFL '86-NBC SUN. 12.30P 30 NBC SC						4 196 199 97 99	A	4.4 14	385	1616	484 188^	499 145^	299^249^	236^190^	917 392	644 546	422 239^	171^ 36v	29v	14v														
							B	4.4 14	385	1605	523 179	538 191	323 300	225 190	864 325	565 500	409 242	141 26	62	44														
NFL FOOTBALL GAME 1-NBC 1 SUN. 1.00P 194 NBC SE						4 202 195 98 87	A	10.5 25	918	1370	374 201	432 96^	196 196	219 207	725 255	455 441	335 211	133^ 25v	80^	58^														
							B	10.5 25	918	1331	438 158	482 133	248 236	238 202	689 213	397 408	353 233	105 31	55	38														
2 SUN. 1.00P 141 & 3.37P 30																																		
1.00 - 1.30 CONT'D							A	8.6 23	752	1346	361 165^	410 91^	196 168^	194 202	723 281	483 450	286 208	168^ 21v	45v	32v														



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1986 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
												WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	TOTAL	WOMEN		
18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+																				
WEEKEND DAYTIME CONT'D																													
NFL FOOTBALL GAME -CONT'D																													
		1.30 - 2.00				A	10.2	25	891	1327	352	179	410	76^	177	167	206	213	691	251	421	441	299	207	154^	20^	72^	45^	
		2.00 - 2.30				A	10.5	25	918	1351	372	195	423	82^	174	185	228	214	750	248	487	485	378	207	100^	21^	78^	58^	
		2.30 - 3.00				A	10.3	24	900	1387	357	198	411	92^	177	179	212	205	764	269	495	461	365	211	104^	25^	108^	81^	
		3.00 - 3.30				A	11.4	26	996	1371	350	216	414	88^	184	192	227	203	763	289	493	472	347	200	134^	36^	60^	49^	
		3.30 - 4.00				A	11.6	26	1014	1374	365	228	433	104^	185	189	205	221	707	227	397	404	333	238	147	28^	87^	67^	
		4.00 - 4.30				A	8.9	19	778	1407	458	206	525	126^	288	300	275	186	646	225	381	356	311	190	138^	12^	98^	75^	
NFL FOOTBALL GAME 2-NBC 2 203																													
2 SUN.		4.25P	156	NBC SE		B	11.9	24	1040	1583	475	168	513	163	292	283	257	179	896	302	532	532	467	266	78	43	96	42	
		4.30 - 5.00				A	9.6	19	839	1756	404	184^	427	151^	232^	255^	172^	149^	1013	437	693	604	465	230^	164^	104^	152^	56^	
		5.00 - 5.30				A	9.4	19	822	1764	449	107^	546	185^	284^	264^	234^	185^	958	321^	568	585	517	253^	104^	82^	156^	44^	
		5.30 - 6.00				A	8.8	17	769	1763	506	130^	599	155^	305^	312^	314^	194^	957	315^	525	585	524	226^	91^	50^	116^	51^	
		6.00 - 6.30				A	8.8	16	769	1662	546	148^	623	222^	332^	336^	256^	209^	807	239^	488	510	470	221^	76^	29^	156^	73^	
		6.30 - 7.00				A	9.4	17	822	1813	566	190^	637	267^	388	394	257^	172^	820	265^	506	522	451	223^	74^	40^	282^	148^	
NFL FOOTBALL POST-NBC 2 156																													
1 SUN.		3.54P	14	NBC SC		B	5.5	13	481	1505	412^	264^	494^	128^	310^	297^	342^	111^	736	172^	459^	406^	435^	262^	221^	107^	54^	34^	
						B	5.9	14	516	1215	380	151	418	106	269	260	284	105	647	215	384	356	319	251	118	62	32	15	
ONE TO GROW ON-8:28AM 4 198 199																													
SAT.		8.28A	2	NBC CN		A	2.9	18	253	1447	198^	154^	261^	47^	170^	123^	214^	91^	142^	111^	111^	55^	31^	LT	71^	LT	973	696	
						B	3.3	20	288	1456	180	97	221	115	182	67	106	39	178	150	163	105	28	LT	94	21	963	713	
ONE TO GROW ON-8:58AM 4 198 198																													
SAT.		8.58A	2	NBC CN		A	4.5	22	393	1221	201^	216^	272^	55^	201^	146^	217^	71^	146^	99^	136^	64^	47^	LT	53^	LT	750	525	
						B	4.3	21	376	1474	271	211	320	163	266	212	157	37	137	84	133	94	53	LT	124	LT	893	639	
ONE TO GROW ON-10:28AM 4 204 205																													
SAT.		10.28A	2	NBC CN		A	5.9	22	516	1733	388	182^	399	214^	309	274^	175^	54^	146^	113^	113^	52^	33^	20^	267^	137^	921	497	
						B	5.8	22	507	1590	355	224	361	191	282	248	164	43	183	110	143	81	73	32	215	121	831	473	
ONE TO GROW ON-11:28AM 4 200 203																													
SAT.		11.28A	2	NBC CN		A	6.9	24	603	1675	339	191^	375	224^	314	271	127^	46^	71^	31^	31^	12^	40^	40^	270	207^	959	537	
						B	6.2	22	542	1728	376	225	409	233	324	269	164	59	159	106	106	42	53	53	208	172	952	537	
ONE TO GROW ON-11:58AM 4 182 183																													
SAT.		11.58A	2	NBC CN		A	5.4	19	472	1699	365	261^	403	201^	313	247^	202^	78^	158^	46^	127^	81^	112^	31^	201^	165^	937	582	
						B	5.0	18	437	1734	385	234	419	236	308	218	183	90	156	36	81	55	120	75	159	136	1000	650	
PEE WEE'S PLAYHOUSE SPCL(S) 202																													
2 SAT.		10.00A	30	CBS CL		A	4.2	16	367	1861	368^	90^	439^	167^	268^	210^	155^	171^	145^	80^	145^	109^	65^	LT	287^	116^	990	673^	
PEE WEE'S PLAYHOUSE 3 194																													
1 SAT.		11.00A	30	CBS CL		A	4.7	17	411	2071	373^	248^	499^	273^	391^	332^	197^	41^	199^	199^	199^	199^	LT	LT	547^	274^	826	590^	
						B	4.6	17	402	1723	292	143	355	186	240	221	133	58	126	102	102	116	24	LT	419	188	823	520	
POUND PUPPIES 3 200																													
1 SAT.		10.30A	30	ABC CA		A	5.6	20	489	1391	219^	94^	237^	145^	145^	153^	92^	65^	103^	34^	103^	69^	69^	LT	31^	LT	1020	642	
						B	5.3	20	463	1811	288	106	303	163	223	201	107	67	203	71	136	107	132	60	105	51	1200	822	
POUND PUPPIES(B) 181																													
2 SAT.		10.30A	30	ABC CA		A	3.8	14	332	2813	601^	400^	664^	318^	478^	385^	270^	76^	231^	99^	180^	180^	132^	51^	214^	214^	1704	1305	
PUPPY'S GREAT ADVENTURES 4 184 184																													
SAT.		11.30A	30	CBS CA		A	3.5	12	306	1850	271^	194^	409^	201^	299^	257^	148^	76^	399^	163^	375^	342^	236^	24^	339^	134^	703	421^	
						B	3.5	13	306	1626	279	166	374	203	275	241	119	73	309	147	252	184	141	50	309	137	634	390	
REAL GHOSTBUSTERS 4 202 202																													
SAT.		10.00A	30	ABC CA		A	5.5	21	481	1802	388	241^	427	191^	284^	231^	214^	85^	173^	65^	121^	121^	92^	52^	152^	100^	1050	711	
						B	5.8	23	507	1899	355	178	420	230	296	232	152	82	144	61	103	104	74	32	228	105	1107	714	
ROCK N WRESTLING-2(B) 139																													
1 SAT.		12.30P	30	CBS CA		A	4.0	13	350	1997	239^	LT	239^	146^	239^	239^	93^	LT	242^	124^	162^	70^	70^	48^	604^	442^	912	357^	
ROCK N WRESTLING 2(B) 129																													
2 SAT.		12.30P	30	CBS CA		A	3.2	10	280	1489	165^	58^	279^	279^	279^	279^	LT	LT	328^	149^	328^	179^	179^	LT	135^	LT	747^	443^	
									68																				

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WEEKEND DAYTIME CONT'D																																					
ROCK N WRESTLING-1						4	162	151	A	3.4	12	297	1721	257^ 47v	317^131^	167^215^	141^ 69v				349^148^	299^179^	179^ 22v				441^307^	614	388^								
SAT. 12.00N 30 CBS CA						86	83	B	3.1	11	271	1703	328 89	361 191	225 192	116 68				315 137	242 172	146 47				242 167	785	437									
SMURFS I						4	205	206	A	4.7	20	411	1601	341^168^	375 143^	231^184^	218^ 96^				254^150^	235^134^	104^ 19v				122^ 85v	850	568								
SAT. 9.00A 30 NBC CA						99	99	B	5.0	22	437	1784	372 175	451 253	321 282	191 80				213 147	204 157	66 LT				152 63	968	663									
SMURFS II						4	205	206	A	5.1	21	446	1460	269^141^	318 93^	151^187^	213^ 96^				216^133^	189^105^	83^ 27v				215^106^	711	454								
SAT. 9.30A 30 NBC CA						99	99	B	5.4	22	472	1622	332 172	413 230	279 277	178 73				208 136	184 133	72 24				202 82	799	510									
SMURFS III						4	205	206	A	6.1	23	533	1681	381 154^	392 191^	286 266^	187^ 54v				156^ 99^	119^ 71^	57v 23v				217^120^	916	516								
SAT. 10.00A 30 NBC CA						99	99	B	6.2	24	542	1653	356 214	362 193	274 243	162 45				193 107	145 91	86 39				265 110	833	492									
SUNDAY MORNING						3	175	172	A	3.7	15	323	1359	610 216^	718 136^	242^255^	235^429^				520 152^	285^298^	220^210^				15v 15v	106v	65v								
SUN. 9.00A 90 CBS N						95	92	B	3.5	15	306	1359	623 224	755 112	257 274	306 457				507 136	271 261	222 210				LT LT	82	46									
9.00 - 9.30									A	3.4	16	297	1330	626 195^	737 158^	235^226^	222^458^				468^ 70v	235^235^	239^216^				34v 34v	91v	43v								
9.30 - 10.00									A	4.0	16	350	1374	573 189^	682 83v	208^233^	251^427				529 164^	278^292^	211^225^				LT LT	163^	94v								
10.00 - 10.30									A	3.7	14	323	1341	626 275^	728 170^	276^294^	227^406^				551 211^	338^360^	207^186^				LT LT	56v	56v								
TEEN WOLF						4	203	205	A	5.0	18	437	2014	346 270^	566 352	417 187^	161^125^				221^171^	221^139^	50v LT				345 194^	882	553								
SAT. 10.30A 30 CBS CA						98	99	B	5.1	19	446	1933	350 238	495 286	333 193	136 110				132 106	132 70	26 LT				383 153	923	477									
THIS WEEK-DAVID BRINKLEY						2	197	183	A	3.5	11	306	1186	559 257^	588 154^	171^167^	144^391^				579 46v	229^242^	245^337^				LT LT	16v	LT								
SUN. 11.30A 60 ABC N						98	95	B	3.5	11	306	1186	559 257	588 154	171 167	144 391				579 46	229 242	245 337				LT LT	16	LT									
11.30 - 12.00									A	3.6	12	315	1187	616 286^	645 171^	200^222^	182^394^				529 44v	205^205^	222^324^				LT LT	LT	LT								
12.00 - 12.30									A	3.5	11	306	1131	477 216^	506 131^	131^101v	101v375^				602 46v	239^262^	249^340^				LT LT	23v	LT								
WILDFIRE						4	199	199	A	3.7	19	323	2080	366^ 44v	446 177^	225^263^	225^131^				308^168^	281^183^	127^ 27v				189^ 77v	1137	688								
SAT. 8.30A 30 CBS CA						97	97	B	3.3	17	288	1847	275 48	370 137	198 183	161 120				199 120	184 116	72 LT				198 89	1080	589									
WUZZLES						3	201		A	2.4	16	210	1510	257v300v	319v142v	224v224v	177v 33v				153v 80v	80v 80v	24v 73v				24v LT	1014^	696^								
1 SAT. 8.00A 30 ABC CA						98			B	2.6	17	227	1462	328 180	420 255	341 259	115 60				189 109	167 134	65 22				LT LT	846	497								
WUZZLES(B)							181		A	2.6	17	227	1811	239v164v	239v163v	163v163v	36v 76v				74v 74v	74v LT	LT LT				140v140v	1358	961^								
2 SAT. 8.00A 30 ABC CA						83																															



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEPT. 29, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					18,180 20.8				34,960 40.0								
	ABC TV							MACGYVER (SD)					NFL MONDAY NIGHT FOOTBALL DALLAS VS ST. LOUIS (9:00-12:03AM)(-OP)					
	AVERAGE AUDIENCE (Households (000) & %)					12,670 14.5				18,000 20.6								
	SHARE OF AUDIENCE %					23	13.2*		15.8*	34	20.0*		23.1*		23.7*		20.7*	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					19,670 22.5		18,440 21.1		21,150 24.2		18,880 21.6		18,880 21.6				
	CBS TV						KATE & ALLIE	TOGETHER WE STAND (SUS-SD)		NEWHART		DESIGNING WOMEN (SD)			CAGNEY & LACEY			
	AVERAGE AUDIENCE (Households (000) & %)					16,870 19.3		15,820 18.1		19,140 21.9		16,430 18.8		15,120 17.3		17.2*	17.3*	
	SHARE OF AUDIENCE %					30		27		32		28		28		27 *	29 *	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					14,250 16.3		16,080 18.4		20,540 23.5								
	NBC TV						ALF	AMAZING STORIES (SD)					NBC MONDAY NIGHT MOVIES ADAM:HIS SONG CONTINUES					
	AVERAGE AUDIENCE (Households (000) & %)					12,060 13.8		13,460 15.4		13,900 15.9								
	SHARE OF AUDIENCE %					20.0		20.0		22.5	15.3*		15.9*		16.4*		16.0*	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					12,670 14.5				15,210 17.4								
	ABC TV							MACGYVER (SD)					NFL MONDAY NIGHT FOOTBALL SAN DIEGO VS SEATTLE (9:00-12:21AM)(-OP)					
	AVERAGE AUDIENCE (Households (000) & %)					12,670 14.5				15,210 17.4								
	SHARE OF AUDIENCE %					23	14.0*		15.0*	30	18.2*		20.2*		20.2*		18.2*	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					17,650 20.2		18,350 21.0		17,920 20.5		16,260 18.6		16,690 19.1				
	CBS TV						KATE & ALLIE	MY SISTER SAM (SD)		NEWHART		DESIGNING WOMEN (SD)			CAGNEY & LACEY			
	AVERAGE AUDIENCE (Households (000) & %)					15,210 17.4		16,340 18.7		16,430 18.8		14,770 16.9		13,110 15.0		14.8*	15.3*	
	SHARE OF AUDIENCE %					27		28		28		25		24		23 *	26 *	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					15,210 17.4		12,500 14.3		24,820 28.4								
	NBC TV						ALF	AMAZING STORIES (SD)					NBC MONDAY NIGHT MOVIES A FIGHT FOR JENNY (SD)					
	AVERAGE AUDIENCE (Households (000) & %)					13,200 15.1		11,100 12.7		17,480 20.0								
	SHARE OF AUDIENCE %					23		19		31	19.1*		20.2*		20.6*		20.0*	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	55.9	57.0	58.2	60.9	63.4	65.5	66.0	66.9	68.3	69.4	68.5	66.9	64.4	63.3	60.2	57.3
		WK. 2	59.1	60.1	60.0	62.0	64.2	66.2	65.7	67.2	68.1	68.3	67.1	66.2	63.9	63.0	61.2	58.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. MON. OCT. 6, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEPT.30, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					22,200 25.4		21,240 24.3		27,360 31.3				19,230 22.0			
	ABC TV					WHO'S THE BOSS?		GROWING PAINS				MOONLIGHTING (SD)				JACK & MIKE	
	AVERAGE AUDIENCE (Households (000) & %)					19,670 22.5		19,840 22.7		22,200 25.4				14,420 16.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 21.7		34 22.5		38 24.3		24.8* 37 *		26.0* 39 *		17.4* 29 *	15.5* 28 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,590 14.4				20,800 23.8							
	CBS TV							WIZARD (SD)						CBS TUESDAY MOVIE AGATHA CHRISTIE'S MURDER IN THREE ACTS (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					9,790 11.2				13,460 15.4							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 10.8	10.9* 17 *		11.5* 17 *	25 15.8	15.7* 23 *		15.7* 24 *		15.6* 26 *	14.7* 27 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,570 20.1				12,940 14.8				14,420 16.5			
	NBC TV							MATLOCK (SD)				CRIME STORY (SD)				1986	
	AVERAGE AUDIENCE (Households (000) & %)					14,330 16.4				9,260 10.6				10,490 12.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 14.1	15.5* 25 *		17.3* 26 *	16 18.3	10.8* 16 *		10.3* 15 *	21 17.2	12.6* 21 *	11.5* 21 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,200 15.1	28,930 33.1										
	ABC TV						(1) (SD)							AMER. LEAGUE CHAMP-GM-1 CALIFORNIA VS. BOSTON (8:15-11:25PM)(SD)			
	AVERAGE AUDIENCE (Households (000) & %)					12,320 14.1	13,900 15.9										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 14.1	25 14.1		16.1* 25 *		17.8* 27 *		17.5* 26 *		16.8* 26 *	15.6* 25 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,090 20.7				31,110 35.6							
	CBS TV							WIZARD (SD)						CBS TUESDAY MOVIE THE LAST FRONTIER PT. 2 (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					13,810 15.8				21,850 25.0							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 14.0	23* 15.5		16.9* 25 *	39 23.1	23.8* 36 *		24.5* 37 *		25.7* 41 *	26.1* 44 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					22,200 25.4				14,420 16.5				11,620 13.3			
	NBC TV							MATLOCK (SD)				CRIME STORY				1986	
	AVERAGE AUDIENCE (Households (000) & %)					17,130 19.6				10,050 11.5				7,690 8.8			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 17.8	29* 19.5		31* 20.3	17 12.7	12.2* 18 *		10.8* 16 *	14 9.5	9.4* 9.3	8.3* 8.4	
TV HOUSEHOLDS USING TV		WK. 1	52.5	54.8	56.7	59.3	62.6	63.8	64.9	66.8	66.9	67.2	67.1	66.4	62.1	59.2	55.9
(See Def. 1)		WK. 2	55.3	56.6	57.4	59.8	62.5	64.5	66.2	67.8	67.1	66.9	66.2	65.4	63.5	62.4	60.7

U.S. TV Households: 87,400,000  
(1) AMER. LEAGUE CHAMP-PRE 1, ABC, (8:00-8:15PM)(S)

For explanation of symbols, See page A.

EVE.TUE. OCT.7, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. OCT.1, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,220 19.7		18,350 21.0		20,450 23.4				17,480 20.0			
	ABC TV					PERFECT STRANGERS		HEAD OF THE CLASS (SD)				DYNASTY (SD)					HOTEL
	AVERAGE AUDIENCE (Households (000) & %)					14,420 16.5		16,170 18.5		16,340 18.7	18.3*		19.0*	14,950 17.1	17.3*		17.0*
	SHARE OF AUDIENCE %					28		30		29	29 *		30 *	29	29 *		30 *
W E E K 2	AVG. AUD. BY ¼ HR. %					16.1	16.9	17.5	19.5	18.2	18.5	19.0	19.0	17.1	17.5	17.0	17.0
	TOTAL AUDIENCE (Households (000) & %)					10,840 12.4		9,610 11.0		20,890 23.9							
	CBS TV					TOGETHER WE STAND		BETTER DAYS (SUS-SD)						MAGNUM, P.I. (SD)			
	AVERAGE AUDIENCE (Households (000) & %)					8,740 10.0		8,480 9.7		13,460 15.4	15.2*		16.2*		15.8*		14.5*
W E E K 1	SHARE OF AUDIENCE %					17		16		25	24 *		25 *		26 *		26 *
	AVG. AUD. BY ¼ HR. %					9.9	10.1	9.7	9.7	14.8	15.6	16.0	16.4	16.5	15.2	14.9	14.1
	TOTAL AUDIENCE (Households (000) & %)					18,620 21.3				16,780 19.2		15,640 17.9		14,330 16.4			
	NBC TV							HIGHWAY TO HEAVEN (SD)		GIMME A BREAK		YOU AGAIN ?				ST. ELSEWHERE	
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)					15,120 17.3	16.8*		17.8*	14,600 16.7		13,720 15.7		11,620 13.3	13.5*		13.0*
	SHARE OF AUDIENCE %					29	28 *		29 *	26		25		23	22 *		23 *
	AVG. AUD. BY ¼ HR. %					16.3	17.2	17.9	17.8	16.6	16.9	15.6	15.8	13.6	13.4	13.2	12.9
	TOTAL AUDIENCE (Households (000) & %)					12,500 14.3	31,810 36.4										
W E E K 2	ABC TV					(1) (SD) (-OP)											
	AVERAGE AUDIENCE (Households (000) & %)					11,800 13.5	16,520 18.9		17.3*		19.7*		19.8*		20.0*		19.9*
	SHARE OF AUDIENCE %					24	31		28 *		30 *		30 *		31 *		32 *
	AVG. AUD. BY ¼ HR. %					13.6	14.4	16.8	17.9	19.9	19.5	19.8	19.8	20.2	19.8	20.2	19.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,250 16.3		13,200 15.1		21,500 24.6				19,050 21.8			
	CBS TV					TOGETHER WE STAND		BETTER DAYS (SUS-SD)						MAGNUM, P.I. (SD)			EQUALIZER
	AVERAGE AUDIENCE (Households (000) & %)					11,800 13.5		11,190 12.8		16,610 19.0	18.2*		19.9*	14,860 17.0	17.9*		16.1*
	SHARE OF AUDIENCE %					22		20		29	27 *		30 *	28	29 *		27 *
W E E K 2	AVG. AUD. BY ¼ HR. %					12.5	14.4	12.5	13.1	17.4	19.0	20.2	19.5	18.3	17.5	16.6	15.7
	TOTAL AUDIENCE (Households (000) & %)					23,600 27.0				17,220 19.7		15,560 17.8		16,520 18.9			
	NBC TV							HIGHWAY TO HEAVEN (SD)		GIMME A BREAK		YOU AGAIN ? (SD)				ST. ELSEWHERE	
	AVERAGE AUDIENCE (Households (000) & %)					18,440 21.1	19.5*		22.7*	15,300 17.5		13,280 15.2		12,760 14.6	14.6*		14.7*
W E E K 2	SHARE OF AUDIENCE %					33	31 *		35 *	26		23		24	23 *		25 *
	AVG. AUD. BY ¼ HR. %					18.5	20.5	22.7	22.6	17.5	17.6	14.9	15.6	14.5	14.6	14.8	14.6
	TV HOUSEHOLDS USING TV	WK. 1	51.9	53.5	55.1	56.9	58.5	59.5	60.6	61.6	62.8	64.2	63.9	64.2	61.0	59.9	57.7
	(See Def. 1)	WK. 2	55.5	57.2	57.9	59.9	61.4	63.4	64.5	66.0	65.8	66.9	66.3	65.5	63.0	61.6	60.2

U.S. TV Households: 87,400,000  
(1) NAT'L LEAGUE CHAMP-PRE 1,ABC,(8:00-8:16PM)(5)

For explanation of symbols, See page A.

EVE.WED. OCT.8, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. OCT.2, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,000 10.3				11,970 13.7				17,570 20.1				
	ABC TV					OUR WORLD				COLBYS (SD)				20/20				
	AVERAGE AUDIENCE (Households (000) & %)					5,680 6.5	6.2*		6.7*	9,180 10.5	9.9*		11.1*	13,200 15.1	15.5*		14.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					10 6.6	10 *	6.5	10 *	16 9.8	15 *	10.8	17 *	26 15.1	26 *	15.9	15.7	27 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,900 15.9				16,170 18.5				14,600 16.7				
	CBS TV					SIMON & SIMON (SD)				KNOTS LANDING (SD)				KAY O'BRIEN				
	AVERAGE AUDIENCE (Households (000) & %)					10,310 11.8	10.6*		13.0*	12,850 14.7	14.3*		15.1*	11,450 13.1	13.3*		13.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					18 10.3	16 *	12.6	20 *	22 14.3	21 *	15.0	23 *	23 13.3	22 *	13.2	13.2	24 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					33,910 38.8		31,990 36.6		28,060 32.1		25,700 29.4		20,980 24.0				
	NBC TV					BILL COSBY SHOW		FAMILY TIES (SD)		CHEERS		NIGHT COURT (SD)		HILL STREET BLUES				
	AVERAGE AUDIENCE (Households (000) & %)					31,030 35.5		29,190 33.4		25,960 29.7		23,420 26.8		14,770 16.9	18.1*		15.8*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					55 33.8	37.1	51 33.4	33.4	45 29.5	29.9	41 27.5	26.1	29 19.3	30 *	16.9	15.9	29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,350 10.7 (1) (SD)	28,410 32.5											
	ABC TV					NAT'L LEAGUE CHAMP-GM-2 NEW YORK METS VS HOUSTON (8:15-11:00PM) (SD)												
	AVERAGE AUDIENCE (Households (000) & %)					8,910 10.2	14,160 16.2		15.1*		16.7*		18.0*		18.0*		16.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 10.2	25 11.8	14.6	24 *	16.4	25 *	17.0	26 *	18.5	28 *	17.5	16.4	26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,420 16.5				18,880 21.6				17,570 20.1				
	CBS TV					SIMON & SIMON (SD)				KNOTS LANDING (SD)				KAY O'BRIEN				
	AVERAGE AUDIENCE (Households (000) & %)					10,490 12.0	10.8*		13.3*	15,470 17.7	17.1*		18.4*	14,160 16.2	16.2*		16.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					18 10.5	17 *	13.0	20 *	26 16.6	25 *	18.7	27 *	27 16.1	26 *	16.5	15.8	27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					32,950 37.7		30,070 34.4		25,870 29.6		22,460 25.7		19,930 22.8				
	NBC TV					BILL COSBY SHOW		FAMILY TIES (SD)		CHEERS		NIGHT COURT		HILL STREET BLUES				
	AVERAGE AUDIENCE (Households (000) & %)					29,630 33.9		27,090 31.0		23,070 26.4		20,280 23.2		15,210 17.4	17.8*		17.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					52 32.4	35.4	46 31.2	30.7	38 26.9	25.8	34 23.3	23.1	29 18.1	28 *	17.5	17.3	29 *
TV HOUSEHOLDS USING TV		WK. 1	52.0	54.7	55.2	56.8	63.2	65.7	65.5	66.6	66.5	66.7	65.6	64.8	60.4	58.9	56.5	54.0
(See Def. 1)		WK. 2	54.6	56.4	57.4	59.5	64.3	66.2	67.0	68.5	69.0	69.3	69.2	67.7	63.3	61.8	60.0	57.5

For explanation of symbols, See page A.

EVE.THU. OCT.9, 1986

U.S. TV Households: 87,400,000  
(1) NAT'L LEAGUE CHAMP-PRE 2,ABC,(8:00-8:15PM)(S)

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. OCT.3, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					14,770 16.9		13,980 16.0		12,670 14.5		10,750 12.3		12,320 14.1			
	ABC TV					WEBSTER		MR. BELVEDERE (SD)		SLEDGE HAMMER		SIDEKICKS (SD)				STARMAN	
	AVERAGE AUDIENCE (Households (000) & %)					12,850 14.7		12,670 14.5		10,660 12.2		10,050 11.5		9,530 10.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 14.1	15.3	25 14.4	14.6	19 12.3	12.2	18 11.5	11.5	19 11.7	11.3* 10.9	19* 10.7	10.6* 10.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,960 19.4				21,760 24.9				18,000 20.6			
	CBS TV					SCARECROW & MRS. KING (SUS-SD)				DALLAS (SD)				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)					12,850 14.7				18,620 21.3				15,030 17.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 13.3	13.8* 14.2	25* 15.1	15.6* 16.1	34 20.2	20.9* 21.5	33* 22.0	21.8* 21.6	30 18.1	17.7* 17.3	30* 17.1	16.7* 16.3
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					15,730 18.0				18,970 21.7				18,700 21.4			
	NBC TV					A TEAM (SD)				MIAMI VICE				L.A. LAW			
	AVERAGE AUDIENCE (Households (000) & %)					11,970 13.7				15,210 17.4				14,860 17.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 13.0	13.2* 13.4	24* 14.1	14.3* 14.4	27 16.8	17.1* 17.4	27* 17.7	17.7* 17.7	28* 17.4	29* 17.0	29* 16.6	16.7* 16.8
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					9,960 11.4	26,050 29.8										
	ABC TV					(1) (SD) (-OP)				AMER. LEAGUE CHAMP-GN-3 BOSTON VS CALIFORNIA (8:16-11:23PM)(OPV-OP)							
	AVERAGE AUDIENCE (Households (000) & %)					9,350 10.7	13,110 15.0										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 10.7	26 11.1	24* 12.8	13.5* 14.2	24* 14.2	14.1* 14.0	24* 14.7	14.8* 15.0	28* 16.6	28* 16.8	29* 17.0	17.1* 17.1
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					16,780 19.2				19,670 22.5				16,260 18.6			
	CBS TV					SCARECROW & MRS. KING (SUS-SD)				DALLAS (SD)				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)					12,590 14.4				17,040 19.5				13,280 15.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 13.4	24* 14.4	24* 14.2	14.8* 15.4	32 18.5	19.0* 19.6	31* 20.1	20.0* 19.9	32* 15.5	26* 15.6	26* 15.1	14.9* 14.6
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					17,130 19.6				19,320 22.1				17,310 19.8			
	NBC TV					A TEAM (SD)				MIAMI VICE (SD)				L.A. LAW			
	AVERAGE AUDIENCE (Households (000) & %)					12,940 14.8				15,730 18.0				12,850 14.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 13.4	24* 14.5	24* 15.6	15.6* 15.7	29 17.7	17.9* 18.2	29* 18.1	18.1* 18.2	29* 15.4	25* 14.5	25* 14.5	14.5* 14.4
TV HOUSEHOLDS USING TV		WK. 1	50.4	51.5	51.8	52.8	55.0	57.1	58.5	59.8	62.4	64.1	64.1	63.2	59.8	58.7	57.6
(See Def. 1)		WK. 2	49.8	51.2	52.9	55.4	57.3	57.6	58.5	59.6	61.0	61.6	62.1	62.0	59.6	58.4	57.2

U.S. TV Households: 87,400,000

(1) AMER. LEAGUE CHAMP-PRE 3, ABC, (8:00-8:16PM)(S)

For explanation of symbols, See page A.

EVE.FRI. OCT.10, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.4, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)					11,010 12.6		8,040 9.2		8,480 9.7				11,710 13.4				
	ABC TV					LIFE WITH LUCY		ELLEN BURSTYN SHOW (SD)		HEART OF THE CITY (SD)				SPENSER: FOR HIRE				
	AVERAGE AUDIENCE (Households (000) & %)					8,910 10.2		6,900 7.9		5,680 6.5	5.8*		7.3*	9,260 10.6	10.0*		11.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 9.8	10.6	14 8.2	7.6	11 5.9	10 *		13 *	19 9.5	18 *	11.2	21 *	
E K 2	TOTAL AUDIENCE (Households (000) & %)					13,020 14.9				11,190 12.8				11,450 13.1				
	CBS TV							DOWNTOWN (SD)		MIKE HAMMER (SD)				TWILIGHT ZONE				
	AVERAGE AUDIENCE (Households (000) & %)					9,530 10.9	10.9*		10.9*	8,830 10.1	9.2*		11.0*	8,570 9.8	9.6*		10.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 10.9	20 *		19 *	18 8.9	16 *		19 *	18 9.0	17 *	10.0	18 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					15,560 17.8		18,270 20.9		26,220 30.0		21,240 24.3		19,400 22.2				
	NBC TV					FACTS OF LIFE		227 (SD)		GOLDEN GIRLS		AMEN (SD)		HUNTER				
	AVERAGE AUDIENCE (Households (000) & %)					13,280 15.2		16,870 19.3		23,860 27.3		18,970 21.7		15,910 18.2	18.3*		18.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 14.5	15.9	34 18.0	20.6	47 26.8	27.9	38 21.8	21.6	33 18.8	33 *	17.9	33 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					8,910 10.2	26,660 30.5											
	ABC TV					(1) (SD) (-OP)												
	AVERAGE AUDIENCE (Households (000) & %)					8,480 9.7	12,760 14.6		12.8*		13.5*		14.0*		15.8*		15.7*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 9.7	27 10.0		23 *		23 *		24 *		27 *		28 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					12,150 13.9				12,240 14.0				11,010 12.6				
	CBS TV							DOWNTOWN (SD)		MIKE HAMMER (SD)				TWILIGHT ZONE				
	AVERAGE AUDIENCE (Households (000) & %)					9,440 10.8	10.7*		10.8*	8,650 9.9	9.2*		10.5*	8,300 9.5	9.5*		9.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 10.4	19 *		18 *	16 9.1	15 *		18 *	17 9.2	17 *	9.7	17 *	
W E K 2	TOTAL AUDIENCE (Households (000) & %)					18,440 21.1		18,350 21.0		23,250 26.6		20,540 23.5		20,800 23.8				
	NBC TV					FACTS OF LIFE		227 (SD)		GOLDEN GIRLS		AMEN		HUNTER				
	AVERAGE AUDIENCE (Households (000) & %)					15,820 18.1		16,520 18.9		21,500 24.6		18,090 20.7		16,870 19.3	19.3*		19.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					32 17.3	18.9	32 18.1	19.7	40 23.9	25.3	35 21.0	20.4	35 19.0	34 *	19.4	36 *	
TV HOUSEHOLDS USING TV		WK. 1	46.2	48.0	48.9	50.6	53.4	54.4	55.5	56.8	57.8	58.2	56.3	57.1	54.9	55.4	54.9	53.5
(See Def. 1)		WK. 2	50.3	52.4	52.5	54.3	56.2	57.5	58.4	59.6	61.2	61.3	59.5	59.1	57.2	56.8	55.1	53.2

U.S. TV Households: 87,400,000

(1) AMER. LEAGUE CHAMP-PRE 4, ABC, (8:00-8:16PM)(S)

For explanation of symbols, See page A.

EVE.SAT. OCT.11, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.4, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	2,270 2.6 ABC WEEKEND REPORT-SAT.																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	2,360 2.7																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	11 2.7																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	12,150 13.9 SAT NIGHT'S MAIN EVENT (11:30-12:53AM) (SUSTAINING 12:53-1:00AM)																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	7,780 8.9 10.2* 8.7* 7.5*																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	27 26 * 27 * 27 *																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	15.5 15.7 16.9 16.6 15.6 1,840 2.1 10 2.3 2.0 1.9																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	15.6* 30 * 16.7* 37 * 15.6* 2.1 10 2.3 2.0 1.9																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	15.5 15.7 16.9 16.6 15.6 1,840 2.1 10 2.3 2.0 1.9																
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	10,840 12.4 SATURDAY NIGHT (11:30-12:50AM) (SUSTAINING 12:50-1:00AM)																
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	5,590 6.4 7.2* 6.3* 5.4*																
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	19 18 * 19 * 20 *																
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	49.8	45.3	40.0	37.0	33.4	30.6	28.1	26.3	22.4	20.0	17.8	15.9	13.9	12.2	10.9	9.4
		WK. 2	48.6	45.0	40.6	38.0	35.0	31.2	27.0	24.4	21.5	20.0	17.2	15.3	13.5	12.9	12.3	11.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. OCT.11, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.5, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)	18,530 21.2								17,390 19.9							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	11,010 12.6	10.1*		12.8*		13.4*		13.9*	11,010 12.6	11.3*		13.0*		13.6*	12.6*	
	SHARE OF AUDIENCE %	20	17 *		20 *		20 *		20 *	19	16 *		19 *		20 *	20 *	
	AVG. AUD. BY ¼ HR.	9.4	10.8	12.4	13.3	13.5	13.4	14.6	13.2	10.9	11.7	12.9	13.1	13.6	13.5	12.8	12.4
E K 2	TOTAL AUDIENCE (Households (000) & %)		29,980 34.3			30,680 35.1				28,410 32.5							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)		21,680 24.8		22.1*	24,650 28.2			27.0*	20,800 23.8			23.7*		24.1*	23.9*	
	SHARE OF AUDIENCE %		39		36 *	41			40 *	36			34 *		35 *	37 *	
	AVG. AUD. BY ¼ HR.		16.4	20.4	21.3	22.9	27.6	25.6	26.4	27.6	30.1	24.2	23.7	23.7	24.4	23.8	24.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)	17,570 20.1				14,510 16.6		16,610 19.0		31,380 35.9							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	12,760 14.6	13.3*		15.8*	12,670 14.5		13,900 15.9		19,670 22.5	19.9*		23.1*		23.8*	23.9*	
	SHARE OF AUDIENCE %	24	23 *		25 *	22		23		34	28 *		33 *		35 *	37 *	
	AVG. AUD. BY ¼ HR.	11,360 13.0				10,050 11.5		16,390 19.0		31,380 35.9							
W E K 2	TOTAL AUDIENCE (Households (000) & %)	25,430 29.1				26,740 30.6				20,710 23.7							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	18,440 21.1	19.6*		22.6*	22,020 25.2			25.8*	13,720 15.7	15.6*		15.0*		15.5*	16.4*	
	SHARE OF AUDIENCE %	34	32 *		36 *	38			38 *	25	24 *		23 *		25 *	27 *	
	AVG. AUD. BY ¼ HR.	18.7	20.6	22.3	22.9	24.3	24.8	26.0	25.6	16.3	15.0	14.7	15.3	15.7	15.4	16.5	16.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)	19,400 22.2				16,260 18.6		16,610 19.0		27,970 32.0							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	13,720 15.7	13.9*		17.4*	14,160 16.2		14,680 16.8		19,490 22.3	21.7*		22.5*		22.6*	22.7*	
	SHARE OF AUDIENCE %	25	23 *		28 *	25		25		36	33 *		35 *		36 *	38 *	
	AVG. AUD. BY ¼ HR.	12.8	15.0	16.9	17.9	15.9	16.5	16.0	17.6	21.4	22.0	22.4	22.5	22.7	22.6	22.5	22.9
TV HOUSEHOLDS USING TV		WK. 1	56.8	59.8	61.8	63.4	65.3	67.2	67.9	68.9	69.7	70.2	69.5	69.3	67.9	66.4	65.2
(See Def. 1)		WK. 2	60.1	61.2	61.9	63.6	64.7	66.3	67.2	67.4	66.3	65.7	64.4	63.5	62.1	61.9	61.1

U.S. TV Households: 87,400,000

(1) CBS NFL FOOTBALL GAME 2, TAMPA BAY VS LA RAMS &amp; DALLAS VS DENVER, CBS, (MULTI-SEGMENT TELECAST)

For explanation of symbols, See page A.

EVE.SUN. OCT.12, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.5, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	TOTAL AUDIENCE (Households (000) & %)			2,270 2.6													
	ABC TV			ABC WEEKEND REPORT-SUN.													
	AVERAGE AUDIENCE (Households (000) & %)			2,190 2.5													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			10 2.5													
E	TOTAL AUDIENCE (Households (000) & %)		5,070 5.8														
	CBS TV	(1) (-OP)	CBS SUNDAY NEWS-OSGOOD (11:29-11:44PM) (OP)														
	AVERAGE AUDIENCE (Households (000) & %)		4,810 5.5														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		12 24.1														
K	TOTAL AUDIENCE (Households (000) & %)					2,270 2.6											
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
E	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
K	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV		WK. 1	59.1	53.0	41.5	33.4	26.7	22.4	18.5	15.9	14.1	12.6	11.2	9.1	8.1	7.5	6.8
(See Def. 1)		WK. 2	50.5	43.7	35.8	30.9	25.9	23.1	20.4	18.1	15.7	14.0	12.5	10.8	9.1	7.6	6.6

U.S. TV Households: 87,400,000

(1) CBS SUNDAY MOVIE, THE LAST FRONTIER PT. 1, CBS, (9:29-11:29PM)

A-19 (2) NBC SUNDAY NIGHT MOVIE, WHEN THE BOUGH BREAKS, NBC, (9:00-11:02PM)

For explanation of symbols, See page A.

EVE.SUN. OCT.12, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.29-OCT.3, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			4,630 5.3				4,810 5.5									
	ABC TV	GOOD MORNING, AMERICA-730 (CO-OP)		PARTICIPATING		GOOD MORNING, AMERICA-830 (CO-OP)		PARTICIPATING								(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)			3,580 4.1				3,850 4.4									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			21 4.1		4.2		22 4.3		4.4							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,970 3.4				2,970 3.4				3,580 4.1		3,230 3.7			
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID (MMTHF) (SUS-OP)		NEW CARD SHARKS >(SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)			2,270 2.6				2,360 2.7				2,970 3.4		2,710 3.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			16 2.7		2.6		13 2.6		2.7		16 3.3		14 3.0		3.2	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,590 6.4				5,330 6.1						3,670 4.2		3,760 4.3	
	NBC TV	TODAY SHOW-7.30AM (CO-OP)		PARTICIPATING		TODAY SHOW-8.30AM (CO-OP)		PARTICIPATING						FAMILY TIES M-F (MMTHF) (SUS-OP)		SALE OF THE CENTURY >(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)			4,370 5.0				4,370 5.0				2,880 3.3		3,320 3.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			26 4.6		4.6		25 4.1		4.6		15 3.2		18 3.6			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			5,160 5.9				4,890 5.6									
	ABC TV	GOOD MORNING, AMERICA-730 (CO-OP)		PARTICIPATING		GOOD MORNING, AMERICA-830 (CO-OP)		PARTICIPATING								(SUS-OP)	
	AVERAGE AUDIENCE (Households (000) & %)			4,020 4.6				3,850 4.4									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			24 4.6		4.6		21 4.1		4.6							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			3,230 3.7				2,880 3.3				3,580 4.1		3,500 4.0			
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID		NEW CARD SHARKS			
	AVERAGE AUDIENCE (Households (000) & %)			2,530 2.9				2,190 2.5				2,970 3.4		3,060 3.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			18 2.8		3.0		12 2.4		2.5		16 3.2		16 3.6		3.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			5,240 6.0				4,980 5.7						3,230 3.7		3,760 4.3	
	NBC TV	TODAY SHOW-7.30AM (CO-OP)		PARTICIPATING		TODAY SHOW-8.30AM (CO-OP)		PARTICIPATING						FAMILY TIES M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			4,110 4.7				4,110 4.7				2,620 3.0		3,230 3.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			24 4.8		4.7		23 4.7		4.7		14 3.0		17 3.1		3.8	
TV HOUSEHOLDS USING TV WK. 1		11.8	13.7	15.7	17.2	18.8	19.6	19.5	19.8	20.9	21.5	21.6	21.5	21.0	21.3	21.4	21.5
(See Def. 1) WK. 2		11.9	14.5	15.7	17.0	18.3	19.2	19.6	19.9	20.4	21.2	21.5	21.6	21.1	21.4	21.4	21.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT.6-10, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.29-OCT.3, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		2,100 2.4		1,750 2.0		2,620 3.0		3,670 4.2		7,950 9.1		8,040 9.2					
	ABC TV		FAME, FORTUNE AND ROMANCE		DOUBLE TALK		RYAN'S HOPE		LOVING		ALL MY CHILDREN (SUS-OP)>		ONE LIFE TO LIVE (SD)					
	AVERAGE AUDIENCE (Households (000) & %)		1,750 2.0		1,310 1.5		2,190 2.5		3,150 3.6		6,290 7.2		6,210 7.1		7.3*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		9 2.0		7 1.5		10 2.5		14 3.4		26 6.4		27 6.8		28 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		6,030 6.9		7,430 8.5				8,300 9.5		6,990 8.0				4,460 5.1			
	CBS TV		PRICE IS RIGHT 1 >(SUS-OP)		PRICE IS RIGHT 2 >(SUS-OP)(SD)				YOUNG AND THE RESTLESS >(SUS-OP)(OP)		AS THE WORLD TURNS		CAPITOL					
	AVERAGE AUDIENCE (Households (000) & %)		5,240 6.0		6,560 7.5				6,730 7.7		5,510 6.3		4,020 4.6					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		28 5.6		33 7.3				31 7.5		23 6.3		17 4.7		4.5			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		5,770 6.6		4,540 5.2		3,500 4.0		2,270 2.6		7,080 8.1		5,770 6.6					
	NBC TV		WHEEL OF FORTUNE >(OP)		SCRABBLE		SUPER PASSWORD >		SEARCH FOR TOMORROW		DAYS OF OUR LIVES >(OP)		ANOTHER WORLD (SD)					
	AVERAGE AUDIENCE (Households (000) & %)		4,890 5.6		3,930 4.5		3,060 3.5		1,920 2.2		5,590 6.4		4,370 5.0		5.1*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		26 5.5		20 4.3		14 3.5		9 2.2		23 6.0		19 4.9		19 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		2,190 2.5		1,840 2.1		2,710 3.1		3,670 4.2		8,040 9.2		8,220 9.4					
	ABC TV		FAME, FORTUNE AND ROMANCE		DOUBLE TALK (MTUHF)(OP)		RYAN'S HOPE		LOVING		ALL MY CHILDREN		ONE LIFE TO LIVE (SD)					
	AVERAGE AUDIENCE (Households (000) & %)		1,750 2.0		1,570 1.8		2,360 2.7		3,320 3.8		6,290 7.2		6,380 7.3		7.5*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		9 2.0		8 1.8		11 2.7		15 3.6		26 6.4		26 7.1		28 *			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		5,590 6.4		6,900 7.9				8,040 9.2		7,080 8.1				4,460 5.1			
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS		CAPITOL					
	AVERAGE AUDIENCE (Households (000) & %)		4,810 5.5		5,770 6.6				6,210 7.1		5,590 6.4		3,930 4.5					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		26 5.4		30 6.4				29 6.9		23 6.3		17 4.6		4.5			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		6,120 7.0		4,720 5.4		3,410 3.9		2,360 2.7		7,520 8.6		6,120 7.0					
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES		ANOTHER WORLD (SD)					
	AVERAGE AUDIENCE (Households (000) & %)		5,160 5.9		4,110 4.7		2,880 3.3		2,010 2.3		5,860 6.7		4,630 5.3		5.3*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		28 5.7		21 4.6		14 3.2		9 2.2		24 6.1		19 5.5		20 *			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	21.7	22.2	22.3	23.3	24.9	25.9	25.6	26.4	26.9	27.6	27.4	27.8	26.7	26.8	26.3	26.6
		WK. 2	21.3	21.6	22.1	22.7	24.2	25.2	25.2	26.1	26.8	27.6	27.8	28.4	27.9	27.9	26.8	27.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT.6-10, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.29-OCT.3, 1986

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,180 10.5															10,750 12.3
	ABC TV	GENERAL HOSPITAL (S)(OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,170 8.2															9,090 10.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 29 7.8	% 29 * 8.1	% 8.4	% 29 * 8.5											21 10.4	10.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,290 7.2															11,010 12.6
	CBS TV	GUIDING LIGHT (OP)(SD)(SUS-SD)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,070 5.8	5.6*														9,530 10.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 21 5.7	% 21 * 7.3	% 6.0	% 21 * 6.1											22 10.8	10.9
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 4,720 5.4															10,930 12.5
	NBC TV	SANTA BARBARA															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,580 4.1	4.0*														9,440 10.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 15 4.1	% 15 * 4.0	% 4.1	% 15 * 4.4											22 10.5	11.1
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 9,180 10.5															10,400 11.9
	ABC TV	GENERAL HOSPITAL (MTU THF)(S)(OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,430 8.5	8.3*														9,000 10.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 30 8.2	% 30 * 8.5	% 8.8	% 30 * 8.6											21 10.1	10.5
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,560 7.5															11,800 13.5
	CBS TV	GUIDING LIGHT (SD)(SUS-SD)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,160 5.9	5.7*														9,960 11.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 21 5.6	% 21 * 5.8	% 6.1	% 21 * 5.9											22 11.4	11.4
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 5,160 5.9															11,450 13.1
	NBC TV	SANTA BARBARA															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,760 4.3	4.1*														9,790 11.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 15 4.1	% 15 * 4.1	% 4.3	% 15 * 4.6											22 10.9	11.4
TV HOUSEHOLDS USING TV		WK. 1	27.3	28.4	29.2	30.4	30.3	32.2	33.5	35.4	37.5	39.6	40.8	43.2	46.2	47.9	49.4
(See Def. 1)		WK. 2	27.8	28.9	29.7	30.9	31.0	33.1	34.1	35.8	37.2	39.2	40.9	43.4	46.5	48.8	50.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT.6-10, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 4, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,620 3.0		4,370 5.0		5,590 6.4		5,420 6.2		5,940 6.8		5,590 6.4	
	ABC TV					WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES	
	AVERAGE AUDIENCE (Households (000) & %)					2,100 2.4		3,500 4.0		4,630 5.3		4,630 5.3		4,890 5.6		4,890 5.6	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					16 2.2	2.7	21 3.5	4.5	23 5.0	5.6	22 5.4	5.3	21 5.4	5.8	20 5.6	5.6
K 1	TOTAL AUDIENCE (Households (000) & %)					3,670 4.2		4,200 4.8		6,560 7.5				4,370 5.0		5,330 6.1	
	CBS TV					BERENSTAIN BEARS (SUS-SD)		WILDFIRE (SUS-SD)		MUPPET BABIES				GALAXY HIGH SCHOOL		TEEN WOLF	
	AVERAGE AUDIENCE (Households (000) & %)					2,800 3.2		3,580 4.1		3,930 4.5	4.2*		4.8*	3,580 4.1		4,370 5.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 3.1	3.4	21 3.9	4.2	19 4.1	18 *	20 *	20 *	16 4.1	4.1	18 5.0	5.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,150 3.6		4,110 4.7		5,240 6.0		4,980 5.7		6,210 7.1		5,590 6.4	
	NBC TV					KISSYFUR (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)					2,450 2.8		3,410 3.9		4,020 4.6		3,930 4.5		5,070 5.8		4,810 5.5	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 2.4	3.2	20 3.6	4.2	20 4.5	4.7	18 4.4	4.5	22 5.6	6.0	20 5.4	5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,970 3.4		2,530 2.9		5,070 5.8		5,240 6.0		6,030 6.9		4,110 4.7	
	ABC TV					WUZZLES(B)		CARE BEAR FAMILY (B:42-9:00PM) (SUS-OP)		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES(B)	
	AVERAGE AUDIENCE (Households (000) & %)					2,270 2.6		2,360 2.7		3,930 4.5		4,200 4.8		4,720 5.4		3,320 3.8	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 2.4	2.9	13 2.4	2.8	20 4.4	4.7	21 4.8	4.7	21 5.1	5.7	14 3.8	3.7
K 2	TOTAL AUDIENCE (Households (000) & %)					3,410 3.9		3,580 4.1		5,680 6.5				4,720 5.4		5,420 6.2	
	CBS TV					BERENSTAIN BEARS (SUS-SD)		WILDFIRE (SUS-SD)		MUPPET BABIES				PEE WEE'S PLAYHOUSE SPCL		TEEN WOLF	
	AVERAGE AUDIENCE (Households (000) & %)					2,620 3.0		2,880 3.3		4,020 4.6	4.4*		4.9*	3,670 4.2		4,370 5.0	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 2.5	3.4	16 3.3	3.4	19 4.3	19 *	20 *	20 *	16 4.4	4.1	18 4.7	5.2
	TOTAL AUDIENCE (Households (000) & %)					2,190 2.5		4,460 5.1		5,240 6.0		5,860 6.7		6,820 7.8		6,380 7.3	
	NBC TV					KISSYFUR (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)					1,750 2.0		3,760 4.3		4,200 4.8		4,890 5.6		5,590 6.4		5,330 6.1	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					13 1.7	2.2	21 3.9	4.7	21 4.4	5.2	23 5.6	5.6	24 6.2	6.6	22 5.9	6.3
TV HOUSEHOLDS USING TV WK. 1		7.5	8.6	10.0	12.1	14.4	16.6	18.7	21.1	22.9	24.8	26.0	26.0	26.7	27.8	27.4	27.7
(See Def. 1)		6.8	8.6	10.6	13.0	15.2	18.1	20.7	23.1	24.3	26.1	25.5	25.7	26.1	27.1	28.0	27.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SAT. OCT. 11, 1986

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 4, 1986

TIME 11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,160 5.9		5,070 5.8		4,630 5.3		4,370 5.0		3,150 3.6					
	ABC TV		BUGS BUNNY & TWEETY SHOW		ALL NEW EWOKS		ABC WEEKEND SPECIALS CAP'N READMORE'S JACK & THE BEANSTALK		LITTLES		AMERICAN BANDSTAND					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,370 5.0		4,280 4.9		3,760 4.3		3,580 4.1		2,450 2.8					
	SHARE OF AUDIENCE %		18		17		15		13		9					
W E E K 2	AVG. AUD. BY ¼ HR. %		4.9	5.0	4.8	4.9	4.1	4.5	3.6	4.6	2.8	2.7				
	TOTAL AUDIENCE (Households (000) & %)	{	5,160 5.9		3,580 4.1		4,110 4.7		4,540 5.2						17,570 20.1	
	CBS TV		PEE WEE'S PLAYHOUSE		PUPPY'S GREAT ADVENTURES (SD)		ROCK N WRESTLING-1 (SD)		ROCK N WRESTLING-2(B)						(1) (SD)	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,110 4.7		3,150 3.6		3,320 3.8		3,500 4.0						5,940 6.8	5.8*
W E E K 1	SHARE OF AUDIENCE %		17		13		13		13						19	18 *
	AVG. AUD. BY ¼ HR. %		4.8	4.7	3.5	3.6	3.4	4.1	3.9	4.2					5.6	5.9
	TOTAL AUDIENCE (Households (000) & %)	{	6,640 7.6		6,470 7.4		3,760 4.3		2,800 3.2						3,500 4.0	7,870 9.0
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)		FOOFUR (SD)		LAZER TAG ACADEMY		KIDD VIDEO						NBC HJR LG PRE GAME (2:00-2:18PM) (-OP)	NBC MAJOR LEAGUE BASEBALL ATLANTA VS HOUSTON (2:18-4:53PM)(OP)
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{	5,770 6.6		5,330 6.1		3,150 3.6		2,360 2.7						3,410 3.9	2,970 3.4
	SHARE OF AUDIENCE %		23		22		12		9						12	10
	AVG. AUD. BY ¼ HR. %		6.3	6.8	6.3	5.9	3.7	3.5	2.7	2.7					3.8	3.4
	TOTAL AUDIENCE (Households (000) & %)	{	3,500 4.0		3,500 4.0		19,400 22.2									
W E E K 1	ABC TV		BUGS BUNNY & TWEETY SH(B)		ALL NEW EWOKS(B)										NAT'L LEAGUE CHAMP-GM-3 NEW YORK METS VS HOUSTON (12:00-3:22PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{	2,880 3.3		2,800 3.2		8,740 10.0									
	SHARE OF AUDIENCE %		12		11		30	6.0*		8.7*						
	AVG. AUD. BY ¼ HR. %		3.4	3.2	3.1	3.3	5.2	6.9	8.3	9.1	9.8	9.7* 29 *	11.0* 31 *		11.8* 34 *	11.5* 32 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,200 4.8		3,410 3.9		2,970 3.4		3,410 3.9						18,880 21.6	
	CBS TV		GALAXY HIGH SCHOOL SPEC		PUPPY'S GREAT ADVENTURES (SD)		ROCK N WRESTLING-1 (SD)		ROCK N WRESTLING-2(B)							(2) (SD)
	AVERAGE AUDIENCE (Households (000) & %)	{	3,580 4.1		2,880 3.3		2,530 2.9		2,800 3.2						5,330 6.1	3.6*
	SHARE OF AUDIENCE %		15		12		10		10						16	10 *
W E E K 1	AVG. AUD. BY ¼ HR. %		4.0	4.2	3.3	3.3	2.8	3.0	3.2	3.2					3.7	3.5
	TOTAL AUDIENCE (Households (000) & %)	{	6,640 7.6		5,940 6.8		4,810 5.5		3,080 3.5							
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)		FOOFUR (SD)		LAZER TAG ACADEMY		KIDD VIDEO							
	AVERAGE AUDIENCE (Households (000) & %)	{	5,590 6.4		4,810 5.5		3,850 4.4		2,360 2.7							
W E E K 2	SHARE OF AUDIENCE %		23		19		15		8							
	AVG. AUD. BY ¼ HR. %		6.5	6.3	5.6	5.5	4.3	4.5	2.8	2.5						
	TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)		27.7	28.5	28.4	28.7	28.3	29.6	30.0	30.7	30.9	32.4	31.7	32.0	31.6	32.2
	WK. 2		28.0	28.4	28.4	28.7	29.2	31.0	31.5	32.5	32.7	32.5	33.9	35.1	35.1	35.1

U.S. TV Households: 87,400,000

(1) CBS COLLEGE FOOTBALL GAME, IOWA VS MICHIGAN ST. &amp; ARIZONA ST. VS UCLA, CBS, (2:34-6:14PM)

(2) CBS COLLEGE FOOTBALL GAME, MICHIGAN VS MICHIGAN ST. &amp; ARIZONA VS UCLA, CBS, (2:34-6:30PM)

For explanation of symbols, See page A.

DAY SAT. OCT. 11, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 4, 1986

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,150 3.6 (1) (-OP)	18,620 21.3														6,210 7.1 (2) (OP)
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,710 3.1	6,210 7.1		6.5*		7.6*		7.3*		7.4*		7.3*		7.2*		6,030 6.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 9 3.1	18 4.3	6.0	19 *	7.5	21 *	7.3	20 *	7.3	19 *	19 *	19 *	17 *	7.8	15	6.9
K 1	TOTAL AUDIENCE (Households (000) & %)	{															8,220 9.4
	CBS TV																CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)	{															6,380 7.3
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 6.4 6.9	6.6* 19 *	7.2	7.3* 21 *	7.0	6.7* 19 *	6.0	6.3* 17 *	7.4	7.5	7.1	7.3	7.7	18 *	16	7.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															9,350 10.7
	NBC TV																NBC NIGHTLY NEWS- SAT.
	AVERAGE AUDIENCE (Households (000) & %)	{															8,300 9.5
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 3.5 3.3	3.4* 10 *	3.3	3.4* 10 *	3.4	3.4* 10 *	3.5	3.3* 9 *	3.4	3.0					21	9.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	18,970 21.7 (3) (-OP)														
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	6,900 7.9		8.2*		8.8*		8.3*		7.8*		7.5*		4.6*		4.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 12.8 8.6	20 8.3	8.3	23 *	8.8	25 *	8.2	22 *	7.8	19 *	7.7	18 *	7.3	10 *	4.6	4.5
K 2	TOTAL AUDIENCE (Households (000) & %)	{															7,600 8.7
	CBS TV																CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)	{															5,940 6.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 4.0 5.0	4.5* 13 *	5.4	5.4* 15 *	4.9	4.9*	6.2	6.8* 18 *	8.0	8.2* 20 *	7.9	7.8*	7.7	7.4*	14	7.0
K 2	TOTAL AUDIENCE (Households (000) & %)	{															10,490 12.0
	NBC TV																NBC NIGHTLY NEWS- SAT.
	AVERAGE AUDIENCE (Households (000) & %)	{															8,740 10.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{														21	10.3
TV HOUSEHOLDS USING TV		WK. 1	34.4	35.0	35.5	36.3	35.6	35.9	36.7	38.0	39.0	39.7	39.4	39.9	43.5	45.3	46.4
(See Def. 1)		WK. 2	37.2	35.7	36.0	35.9	35.7	36.8	38.4	40.3	41.5	42.0	41.8	43.5	45.4	47.3	46.3

U.S. TV Households: 87,400,000

(1) CFA COLLEGE FOOTBALL-PRE, ABC, (3:00-3:23PM)

(2) CFA COLLEGE FOOTBALL POST, ABC, (6:46-7:00PM)

A-31 (3) NAT'L LEAGUE CHAMP-GM-3, NEW YORK METS VS HOUSTON, ABC, (12:00-3:22PM)(S)

For explanation of symbols, See page A.

DAY SAT. OCT. 11, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 5, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
TV HOUSEHOLDS USING TV		WK. 1	5.9	6.0	7.1	8.3	11.1	14.2	17.5	19.4	21.9	23.9	24.8	26.2	26.7	27.7	28.3
(See Def. 1)		WK. 2	6.2	7.6	8.7	10.4	13.2	15.5	16.8	19.1	21.2	23.3	24.8	26.5	27.5	27.8	28.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. OCT. 12, 1986

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 5, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,720 5.4				1,750 2.0									
	ABC TV			THIS WEEK-DAVID BRINKLEY					BUSINESS WORLD								
	AVERAGE AUDIENCE (Households (000) & %)			2,710 3.1				1,220 1.4									
	SHARE OF AUDIENCE %			10	11 *			10 *									
WEEK 2	AVG. AUD. BY ¼ HR.			3.3	3.3	3.1	2.9	1.4	1.5								
	TOTAL AUDIENCE (Households (000) & %)							7,870 9.0		27,360 31.3							
	CBS TV							CBS NFL TODAY					CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)				
	AVERAGE AUDIENCE (Households (000) & %)							5,590 6.4		13,370 15.3							
WEEK 3	SHARE OF AUDIENCE %							21		38	11.9*		14.7*		15.9*		15.7*
	AVG. AUD. BY ¼ HR.							5.6	7.3	10.6	13.2	14.4	15.2	15.8	16.2	15.5	16.1
	TOTAL AUDIENCE (Households (000) & %)					2,710 3.1		4,810 5.5		24,380 27.9							
	NBC TV					MEET THE PRESS		NFL '86-NBC			NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)						
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)					2,190 2.5		3,500 4.0		11,450 13.1							
	SHARE OF AUDIENCE %					9		13		32	9.9*		12.2*		12.9*		12.9*
	AVG. AUD. BY ¼ HR.					2.4	2.6	3.4	4.7	8.8	11.0	12.0	12.5	12.8	13.0	12.7	12.9
	TOTAL AUDIENCE (Households (000) & %)			5,770 6.6				2,190 2.5								5,590 6.4	27,710 31.7
WEEK 5	ABC TV			THIS WEEK-DAVID BRINKLEY					BUSINESS WORLD								
	AVERAGE AUDIENCE (Households (000) & %)			3,410 3.9				1,570 1.8								4,540 5.2	11,890 13.6
	SHARE OF AUDIENCE %			12	13 *			6							12	27	
	AVG. AUD. BY ¼ HR.			3.8	3.9	4.1	3.9	1.9	1.7						5.1	6.1	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)							9,700 11.1		33,040 37.8							
	CBS TV			CBS NEWS SP RPT: SUMMIT 1 (11:00-11:16AM) (SUS)				CBS NFL TODAY			CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST) (SUS-OP)						
	AVERAGE AUDIENCE (Households (000) & %)							7,520 8.6		16,520 18.9							
	SHARE OF AUDIENCE %							26		44	15.7*		19.3*		20.7*		18.2*
WEEK 7	AVG. AUD. BY ¼ HR.							7.7	9.5	14.9	16.7	18.7	20.1	20.7	20.9	18.3	18.2
	TOTAL AUDIENCE (Households (000) & %)							6,210 7.1		18,880 21.6							
	NBC TV			NBC NEWS SP RPT SUMMIT 1 (SUS)			NBC NEWS SP RPT SUMMIT 2 (SUS)		NFL '86-NBC		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST) (SUS-OP)						
	AVERAGE AUDIENCE (Households (000) & %)							4,110 4.7		6,730 7.7							
WEEK 8	SHARE OF AUDIENCE %							14		18	7.2*		8.1*		8.1*		7.7*
	AVG. AUD. BY ¼ HR.							3.8	5.6	6.7	7.6	8.1	8.0	8.2	8.0	7.6	7.8
	TV HOUSEHOLDS USING TV	WK. 1	28.6	29.4	31.0	31.4	31.0	31.7	32.1	33.4	35.2	38.0	39.2	39.8	39.9	41.0	41.0
	(See Def. 1)	WK. 2	29.4	30.8	30.8	32.6	33.2	33.4	34.3	35.9	39.2	41.1	42.5	43.9	44.4	45.3	45.6

U.S. TV Households: 87,400,000

(1) AMER. LEAGUE CHAMP-PRE 5, ABC, (2:30-2:52PM)(S)

A-35 (2) AMER. LEAGUE CHAMP-GM-5, BOSTON VS CALIFORNIA, ABC, (2:52-7:00PM)(S)

For explanation of symbols, See page A.

DAY SUN. OCT. 12, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 5, 1986

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)																5,680 6.5 ABC WRLD NEWS TONIGHT-SUN
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																4,630
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																5.3 11 5.1 5.6
E E K 2	TOTAL AUDIENCE (Households (000) & %)																26,830 30.7
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																12,500
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																16.3* 39* 16.3 16.4 16.7 17.3 16.2 13.6 14.3 14.5 14.5 14.5 14.1 13.4 13.5 13.6 13.7 13.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																7,080 8.1 NBC NIGHTLY NEWS-SUN
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																5,860
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																6.7 13 6.4 7.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																7.9* 17* 7.2 8.6 9.8 8.6 9.4 10.8 11.7 12.8 13.7 15.0 17.4 18.9 19.6 19.6 19.6
E E K 2	TOTAL AUDIENCE (Households (000) & %)																7,520 8.6
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																7,250
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																19.3* 42* 19.3 19.4 18.4 19.1 18.7 9.1 7.7 1.3 9.1 8.3 7.7 1.3 9.1 8.3 7.7 1.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																18,000 20.6
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																8,040
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																7.3* 16* 7.2 7.8 6.4 7.4 6.8 8.3 9.0 10.2 10.0 9.0 8.7 8.9 8.7 9.2 9.4*
TV HOUSEHOLDS USING TV WK. 1		40.8	41.9	43.2	43.7	43.2	42.8	42.3	42.6	42.9	44.4	45.4	46.1	47.9	50.5	52.1	53.5
(See Def. 1) WK. 2		47.5	49.0	49.7	49.3	48.8	49.4	49.6	49.5	50.2	51.3	51.5	52.3	54.3	55.7	57.1	58.7

U.S. TV Households: 87,400,000

(1) NFL FOOTBALL POST-NBC, NBC, (3:54-4:08PM)

For explanation of symbols, See page A.

DAY SUN. OCT. 12, 1986



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ABC NEWSBRIEF-MON		8.58- 8.59PM	8.45	12,410	14.2	12,410	14.2	22	14.2		10,750	12.3	10,750	12.3	19	12.3	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.03AM	→GRID	34,960	40.0	18,000	20.6	34			33,740	38.6	15,210	17.4	30	16.4	
	2	9.00-12.21AM	→GRID													16.0	
			11.00						20.1							16.2	
			11.15				19.7*	35*	19.3						16.2*	30*	
			11.30						17.8							16.2	
			11.45				17.0*	37*	16.3						15.1*	35*	
			12.00						14.7							12.5	
			12.15												12.1*	34*	
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE	2	8.12- 8.13PM	8.00								10,400	11.9	10,400	11.9	20	11.9	
ABC AMER. LEAGUE CHAMP-GM-1(S)	2	8.15-11.25PM	→GRID								28,930	33.1	13,900	15.9	25	12.8	
			11.00													11.2	
			11.15												12.2*	23*	
ABC ABC NEWSBRIEF-TUE	1	9.58- 9.59PM	9.45	15,910	18.2	15,910	18.2	27	18.2								
EVENING WEDNESDAY																	
ABC ABC NEWSBRIEF-WED	2	8.11- 8.12PM	8.00								10,490	12.0	10,490	12.0	21	12.0	

## OTHER PROGRAMS

[illegible]

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
ABC ABC NEWS:NIGHTLINE-CONT'D			11.45 12.00						5.0 4.2	TU-F TU-F						4.6	THU.		
ABC ABC NEWS:NIGHTLINE-FR.(B)	2	11.54-12.25AM	11.45 12.00 12.15								4,810	5.5	3,930	4.5	13	5.3 4.5 3.9	FRI. FRI. FRI.		
ABC ABC NEWS:NIGHTLINE-TUE(B)	2	11.57-12.35AM	11.45 12.00 12.15 12.30								5,420	6.2	4,020	4.6	17	5.5 5.1 4.2 3.6	TUE. TUE. TUE. TUE.		
ABC ABC NEWS:NIGHTLINE-TH.(B)	2	12.00-12.10AM	12.00								3,760	4.3	3,670	4.2	14	4.2	THU.		
ABC ABC NEWS:NIGHTLINE-WED(B)	2	12.08-12.38AM	12.00 12.15 12.30								4,890	5.6	3,850	4.4	17	5.4 4.3 3.6	WED. WED. WED.		
ABC DICK CAVETT-TUE	1	12.01- 1.00AM	12.00 12.15 12.30 12.45	1,660	1.9	1,140	1.3 1.4*	7 7*	1.4 1.3 1.1 1.2	TUE. TUE. TUE. TUE.									
ABC DICK CAVETT-WED	1	12.01- 1.00AM	12.00 12.15 12.30	1,660	1.9	1,220	1.4 1.5*	8 8*	1.4 1.5 1.5	WED. WED. WED.									
ABC JIMMY BRESLIN'S PEOPLE-FR	1	12.01- 1.00AM	12.45 12.00 12.15 12.30 12.45	1,840	2.1	1,310	1.4* 1.5 1.6*	9* 6 6*	1.3 1.7 1.5 1.4 1.3	WED. FRI. FRI. FRI. FRI.									
ABC JIMMY BRESLIN'S PEOPLE-TH	1 2	12.01- 1.00AM 12.10- 1.10AM	12.00 12.15 12.30 12.45 1.00	1,750	2.0	1,050	1.3* 1.2 1.1*	6* 7 7*	1.3 1.3 1.0	THU. THU. THU. THU.	1,400	1.6	960	1.1 1.4*	6 7*	1.6 1.4 1.3 .9 .7	THU. THU. THU. THU. THU.		
ABC JIMMY BRESLIN'S PEOPLE-FR	2	12.25- 1.25AM	12.15 12.30 12.45 1.00 1.15								960	1.1	790	.9 .9* .9*	5 5* 6*	1.3 .9 .9 .9 .9	FRI. FRI. FRI. FRI. FRI.		
ABC ABC NEWS:NIGHTLINE-MON	1 2	12.40- 1.10AM 1.00- 1.31AM	12.30 12.45 1.00 1.15 1.30	4,630	5.3	3,670	4.2	20	5.2 4.3 3.7	MON. MON. MON.	3,850	4.4	3,150	3.6	21	3.9 3.3 2.7	MON. MON. MON.		
ABC DICK CAVETT-TUE	2	1.05- 2.04AM	1.00 1.15 1.30 1.45 2.00								1,920	2.2	1,220	1.4 1.7*	11 11*	1.8 1.5 1.3 1.2 1.2	TUE. TUE. TUE. TUE. TUE.		
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	11,270	12.9	11,270	12.9	19	12.9	TU&TH	13,900	15.9	13,900	15.9	23	15.9	MTUTH		



## Nielson NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
CBS NEWSBREAK-M-F		>	9.45	11,360	13.0	11,360	13.0	20	13.0	M-F	11,800	13.5	11,800	13.5	21	13.5	M-F		
CBS CBS LATE NIGHT I		>	11.30	5,590	6.4	3,850	4.4	17	4.7	M-F	5,940	6.8	4,110	4.7	17	4.8	M-F		
			11.45				4.6*	15*	4.5	M-F				4.7*	15*	4.6	M-F		
			12.00						4.3	M-F						4.6	M-F		
			12.15				4.2*	18*	4.1	M-F				4.6*	19*	4.6	M-F		
			12.30				3.9*	19*	4.1	M-F				4.7*	24*	4.6	M-F		
CBS CBS LATE NIGHT II		>	12.30	3,670	4.2	2,710	3.1	19	3.3	M-F	3,760	4.3	2,800	3.2	20	3.7	M-F		
			12.45				3.1*	17*	3.0	M-F				3.4*	19*	3.3	M-F		
			1.00						3.0	M-F						3.0	M-F		
			1.15				3.0*	21*	2.9	M-F				3.0*	21*	2.8	M-F		
		VARIOUS TIMES	(SUS)																
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	960	1.1	870	1.0	11	1.1	M-THSU	1,050	1.2	960	1.1	12	1.1	M-THSU		
			2.15						1.0	M-THSU						1.0	M-THSU		
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	-GRID	1,310	1.5	1,140	1.3	18		M-THSU	1,310	1.5	1,140	1.3	18		M-THSU		
			2.30						1.4	M-THSU						1.4	M-THSU		
			2.45						1.3	M-THSU						1.2	M-THSU		
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	1,660	1.9	870	1.0	20	1.3	M-THSU	1,660	1.9	1,050	1.2	25	1.3	M-THSU		
			3.15				1.3*	20*	1.3	M-THSU				1.3*	22*	1.3	M-THSU		
			3.30						1.2	M-THSU						1.2	M-THSU		
			3.45				1.1*	21*	1.1	M-THSU				1.2*	23*	1.2	M-THSU		
			4.00						1.0	M-THSU						1.2	M-THSU		
			4.15				1.0*	21*	1.0	M-THSU				1.2*	26*	1.2	M-THSU		
			4.30						1.0	M-THSU						1.1	M-THSU		
			4.45				1.0*	23*	1.0	M-THSU				1.1*	26*	1.1	M-THSU		
			5.00						1.0	M-THSU						1.1	M-THSU		
			5.15				1.0*	24*	1.0	M-THSU				1.1*	27*	1.2	M-THSU		
			5.30						1.0	M-THSU						1.1	M-THSU		
			5.45				.9*	20*	.9	M-THSU				1.0*	23*	1.0	M-THSU		
NBC NBC NEWS DIGEST-M-F	1	>	8.45	10,750	12.3	10,230	11.7	18	12.2	M-F	11,360	13.0	11,360	13.0	20	13.0	M-F		
	2	8.58- 8.59PM	8.45								11,010	12.6	11,010	12.6	20	12.6	M-F		
NBC NBC NEWS DIGEST-2-M-F		9.58- 9.59PM	9.45	10,580	12.1	10,580	12.1	18	12.1	TU&TH	10,050	11.5	6,120	7.0	22	7.9	M-F		
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,610	11.0	5,940	6.8	22	7.6	M-F				7.6*	21*	7.2	M-F		
			11.45				7.1*	21*	6.7	M-F						7.0	M-F		
			12.00						6.6	M-F						7.0	M-F		
			12.15				6.3*	24*	6.0	M-F				6.5*	24*	5.9	M-F		
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	4,280	4.9	3,410	3.9	20	4.3	M-TH	4,460	5.1	3,580	4.1	21	4.4	M-TH		
			12.45						3.6	M-TH						3.9	M-TH		
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	6,560	7.5	2,970	3.4	17	5.0	FRI.	5,420	6.2	2,450	2.8	16	4.1	FRI.		
			12.45				4.4*	18*	3.8	FRI.				3.7*	16*	3.2	FRI.		
			1.00						3.2	FRI.						2.7	FRI.		
			1.15				3.1*	16*	3.0	FRI.				2.7*	16*	2.8	FRI.		
			1.30						3.0	FRI.						2.2	FRI.		
			1.45				2.9*	19*	2.8	FRI.				2.1*	15*	2.1	FRI.		
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	2,970	3.4	2,450	2.8	19	3.1	M-TH	3,320	3.8	2,710	3.1	21	3.4	M-TH		
			1.15						2.6	M-TH						2.9	M-TH		

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %					
DAY MONDAY-FRIDAY																		
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,310	1.5	1,220	1.4	17	1.4	M-F	1,220	1.4	1,140	1.3	15	1.3	M-F	
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,450	2.8	2,270	2.6	21	2.6	M-F	2,270	2.6	2,100	2.4	20	2.4	M-F	
ABC ABC SPECIAL REPORT- 9:22A(SUS)	2	9.22- 9.43AM	9.15														FRI.	
ABC ABC SPECIAL REPORT- 9:23A(SUS)	2	9.23- 9.39AM	9.15														THU.	
ABC ABC SPECIAL REPORT-10:00A(SUS)	1	10.00-10.42AM	10.00							TUE.								
ABC DOUBLE TALK-WED(B)	2	11.30-12.00NN	11.30 11.45								1,310	1.5	1,050	1.2	5	1.1 1.3	WED. WED.	
ABC ABC SPECIAL REPORT-1:00P(SUS)	1	1.00- 1.26PM	1.00							MON.								
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	6,290	7.2	6,290	7.2	27	7.2	M-F	6,290	7.2	6,290	7.2	26	7.2	M-F	
ABC AMER. LEAGUE CHAMP-GM-2(S)	2	3.00- 6.01PM	3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00 5.15								18,270	20.9	7,600	8.7 6.4* 7.9* 8.3 8.4 8.1 8.5 8.8* 10.0*	25 22* 25* 25* 25* 25* 26* 27*	6.3 6.4 7.5 8.3 8.4 8.1 8.5 9.1 9.8 10.2	WED. WED. WED. WED. WED. WED. WED. WED. WED.	
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.00- 5.00PM	5.30 5.45 6.00 4.00 4.15 4.30 4.45	8,040	9.2	5,070	5.8 5.8* 5.9 5.7	18 19* 18* 19*	5.9 5.7 5.9 5.7	WED. WED. WED. WED.							10.9 11.0 9.7	WED. WED. WED.
CBS CBS EARLY MORNING NEWS		6.00- 6.30AM	6.00 6.15	1,310	1.5	1,140	1.3	18	1.2 1.3	M-F M-F	1,310	1.5	1,140	1.3	18	1.3 1.3	M-F M-F	
CBS CBS SP. RPT:DANILOFF FREE(SUS)	1	10.00-10.34AM	10.00							TUE.								
CBS CBS SPL RPT:DANILOFF FREE(SUS)	1	11.19-11.40AM	11.15							MON.								
CBS NEWSBREAK-11.57		11.57-11.59A	11.45	6,210	7.1	5,860	6.7	29	6.7	M-F	5,070	5.8	4,810	5.5	25	5.5	M-F	
CBS CBS SP RPT:DANILOFF FREE(SUS)	1	1.10- 1.27PM	1.00							MON.								
CBS YOUNG AND RESTLESS-MON(B)	1	1.10- 1.27PM	1.00 1.15	2,360	2.7	2,270	2.6	10	2.6 2.6	MON. MON.								
CBS GUIDING LIGHT-TUE(B)	1	3.03- 3.23PM	3.00 3.15	5,590	6.4	5,240	6.0	21	6.0 6.2	TUE. TUE.								
CBS NEWSBREAK-3.44		>	3.30 3.45	5,160	5.9	5,160	5.9	20	6.1 5.6	M-F M-F	5,070	5.8	5,070	5.8	20	5.7 6.2	M-F M-F	
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,540	5.2	4,540	5.2	18	5.2	M-F	4,540	5.2	4,540	5.2	17	5.2	M-F	
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							THU.							THU.	
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.							MON.	
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	2,530	2.9	1,840	2.1	18	1.7 2.6	M-F M-F	2,190	2.5	1,750	2.0	18	1.6 2.3	M-F M-F	
NBC NBC NEWS SPCL RPT 1(SUS)	1	10.00-10.41AM	10.00							TUE.								

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
NBC WHEEL OF FORTUNE-MON(B)	1	11.12-11.30AM	11.00 11.15	4,720	5.4	4,280	4.9	23	4.6 4.9	MON. MON.									
NBC DAYS OF OUR LIVES-MON(B)	1	1.12- 1.31PM	1.00 1.15 1.30	2,450	2.8	2,360	2.7	10	2.5 2.8 2.8	MON. MON. MON.									
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,760	4.3	3,760	4.3	16	4.3	MWF		4,110	4.7	4,110	4.7	17	4.7	MWF	
DAY SATURDAY																			
ABC ABC SPECIAL REPORT-8:30A(SUS)	2	8.30- 8.42AM	8.30																
ABC NAT'L LEAGUE CHAMP-GM-3(S)	2	12.00- 3.22PM	-GRID 3.15									19,400	22.2	8,740	10.0 11.8*	30 33*	9.7		
ABC CFA COLLEGE FOOTBALL-PRE	1	3.00- 3.23PM	-GRID 3.15	3,150	3.6	2,710	3.1	9											
ABC CFA COLLEGE FOOTBALL GAME	1	3.23- 6.46PM	-GRID 6.45	18,620	21.3	6,210	7.1 7.6*	18 17*	3.0 7.2										
ABC CFA COLLEGE FOOTBALL POST	2	6.52- 6.59PM	6.45									7,250	8.3	5,590	6.4	14	6.4		
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15																
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45																
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,410	3.9	3,150	3.6	13	3.6			2,880	3.3	2,530	2.9	10	2.9		
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,760	4.3	3,580	4.1	14	4.1			2,970	3.4	2,710	3.1	10	3.1		
CBS CBS COLLEGE FOOTBALL PRE		2.30- 2.34PM	2.30	5,590	6.4	4,890	5.6	18	5.6			3,930	4.5	3,230	3.7	10	3.7		
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	2,970	3.4	2,710	3.1	20	3.1			2,620	3.0	2,360	2.7	16	2.7		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,930	4.5	3,670	4.2	20	4.2			4,460	5.1	4,200	4.8	23	4.8		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	5,160	5.9	5,070	5.8	22	5.8			5,330	6.1	5,160	5.9	22	5.9		
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	6,730	7.7	6,380	7.3	26	7.3			5,860	6.7	5,590	6.4	23	6.4		
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	4,890	5.6	4,720	5.4	19	5.4			5,070	5.8	4,720	5.4	19	5.4		
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.18PM	-GRID 2.15	3,500	4.0	3,410	3.9	12											
DAY SUNDAY																			
ABC ABC SPECIAL REPORT-10:13A(SUS)	2	10.13-10.19AM	10.00																
ABC AMER. LEAGUE CHAMP-PRE 5(S)	2	2.30- 2.52PM	-GRID 2.45									5,590	6.4	4,540	5.2	12		5.4	
CBS FOR OUR TIMES(SUS)	1	6.00- 6.30AM	6.00																
CBS CBS NEWS SP RPT:SUMMIT 1(SUS)	2	11.00-11.16AM	11.00																
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.06PM	-GRID	27,360	31.3	13,370	15.3	38				33,040	37.8	16,520	18.9	44			
	2	1.00- 3.21PM	-GRID																
	2	3.34- 4.12PM																	
	2	4.22- 4.24PM																	
	2	1.00- 3.21PM	-GRID									33,040	37.8	16,520	18.9	44			
	2	3.34- 4.12PM																	
	2	4.22- 4.24PM																	
			4.15						2.0							18.4* 38*	14.1		



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %
DAY SUNDAY-CONT'D															
CBS CBS NEWS SP RPT:SUMMIT 2(SUS)	2	3.21- 3.34PM	3.15												
CBS CBS NEWS SP RPT:SUMMIT 3(SUS)	2	4.12- 4.22PM	4.00												
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.14PM	-GRID	24,380	27.9	11,450	13.1	32			18,880	21.6	6,730	7.7	18
	2	1.00- 3.21PM	-GRID												
	2	3.37- 4.07PM													
		3.45						15.2*	35*	15.7					
		4.15													
NBC NFL FOOTBALL POST-NBC	1	3.54- 4.08PM	-GRID	5,420	6.2	4,810	5.5	13							7.0* 15*
		4.00							4.9						6.5